

Air Freshener Market in Italy 2022 - Snapshot

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Abstracts

Air fresheners are pervasive within indoor built environments, such as workplaces, schools, housing, transportation, hotels, hospitals, care facilities, and a range of private and public buildings. These products are designed to impart an aroma to the air environment or to mask odors, with the intent of creating a pleasing indoor space. The air freshener market in Italy is likely to register a CAGR of over 0.4% with an incremental growth of USD 6 million during the forecast period 2022-2028. Rising demand for air care and increase in concerns over indoor air quality have led to a high demand for air fresheners worldwide. The demand is further fueled by the rapid growth in car sales, surge in number of pet ownerships, and increase in consumers' willingness to use premium air fresheners.

This industry report offers market estimates of the Italy market, followed by a detailed analysis of the product type. The Italy market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release, others. The plug in/electric segment held the largest share of the Italy air freshener market in 2021 and is anticipated to hold its share during the forecast period.

The Italy air freshener market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players S.C. Johnson & Son Inc., Reckitt Benckiser Group plc, The Procter & Gamble Company (P&G), Paglieri S.p.A., Julius S?mann Ltd, Stanhome Inc., Petronas Lubricants Italy S.p.A.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive coverage of the market across different market segments, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Italy Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Italy Air Freshener Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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S.C. Johnson & Son, Inc.
Reckitt Benckiser Group plc
The Procter & Gamble Company (P&G)
Paglieri S.p.A.
Julius S?mann Ltd
Stanhope, Inc.
Petronas Lubricants Italy S.p.A.

PART 6. METHODOLOGY

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