

Air Freshener Market in Middle East and Africa 2022 - Snapshot

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Date: August 2022

Pages: 35

Price: US\$ 150.00 (Single User License)

ID: A1E4A3E34ED5EN

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 in Middle East and Africa market is expected to increase by USD 25 million, at a compound annual growth rate (CAGR) of 1.1% from 2022 to 2028, according to the latest edition of the Air Freshener Market in Middle East and Africa Report. 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 Middle East and Africa market, followed by a detailed analysis of the product type. The Middle East and Africa 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 Middle East and Africa air freshener market in 2021 and is anticipated to hold its share during the forecast period.

As of 2021, the major players in the Middle East and Africa air freshener market were Reckitt Benckiser Group plc, S. C. Johnson & Son Inc., The Procter & Gamble Company (P&G), Tiger Brands Limited, Saudi Industrial Detergent Company (SIDCO), Shield Chemicals (Pty) Ltd.

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 Middle East and Africa Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Middle East and Africa 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.

The Procter & Gamble Company (P&G)

Tiger Brands Limited

Saudi Industrial Detergent Company (SIDCO)

Shield Chemicals (Pty) Ltd.

PART 6. METHODOLOGY

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