

Air Freshener Market in Philippines 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. According to Gen Consulting Company, the air freshener market in Philippines is set to achieve an incremental growth of USD 5 million, accelerating at a CAGR of almost 2.4% 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 Philippines market, followed by a detailed analysis of the product type. The Philippines market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, slow release. The slow release segment was the largest contributor to the Philippines air freshener market in 2021.

Some of the leading companies operating in the market are S.C. Johnson and Son Inc., Reckitt Benckiser Group plc, Philusa Corporation, The Procter & Gamble Company (P&G).

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 Philippines Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Philippines
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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Reckitt Benckiser Group plc

Philusa Corporation

The Procter & Gamble Company (P&G)

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