

Air Freshener Market in South Africa 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 South Africa is anticipated to increase by USD 3 million till 2028 at an average annual growth of 1.1 percent as per the latest report by Gen Consulting Company. 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 South Africa market, followed by a detailed analysis of the product type. The South Africa market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release, others. In 2021, the aerosols segment made up the largest share of revenue generated by the air freshener market.

The competitive landscape of the industry has also been examined along with the profiles of the key players Reckitt Benckiser Group plc, S. C. Johnson & Son Inc., Tiger Brands Limited, Shield Chemicals (Pty) Ltd, 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 South Africa Air Freshener Market

Identify segments/areas to invest in over the forecast period in the South 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.

Print authentication provided for the single-user license.

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S. C. Johnson & Son, Inc.

Tiger Brands Limited

Shield Chemicals (Pty) Ltd

The Procter & Gamble Company (P&G)

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