

Air Freshener Market in South Korea 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 market research study published by Gen Consulting Company, the market size of the air freshener industry in South Korea is expected to rise by USD 29 million with a CAGR of 1.2% by the end of 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 South Korea market, followed by a detailed analysis of the product type. The South Korea market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release. The scented candles/burners segment captured the largest share of the market in 2021.

The prominent players operating in the South Korea air freshener market include The Yankee Candle Company Inc., The Procter & Gamble Company (P&G), Bullson Co. Ltd., LG Group, S.C. Johnson & Son Inc.

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 Korea Air Freshener Market

Identify segments/areas to invest in over the forecast period in the South Korea 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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The Procter & Gamble Company (P&G)

Bullsone Co., Ltd.

LG Group

S.C. Johnson & Son, Inc.

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