

# Air Freshener Market in USA 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 USA is projected to reach USD 9,102 million, recording a CAGR of approximately 2.6 percent from 2022 to 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 USA market, followed by a detailed analysis of the product type. The USA market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release. In USA, the scented candles/burners segment made up the largest share of the air freshener market.

Some of the leading companies operating in the market are The Procter & Gamble Company (P&G), S. C. Johnson & Son Inc., Reckitt Benckiser Group plc, Newell Brands Inc., Julius Samann Ltd., Henkel AG & Co. KGaA.

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 USA Air Freshener Market

Identify segments/areas to invest in over the forecast period in the USA 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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Plug in/electric  
Scented candles/burners  
Slow release

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The Procter & Gamble Company (P&G)  
S. C. Johnson & Son, Inc.  
Reckitt Benckiser Group plc  
Newell Brands, Inc.  
Julius Samann Ltd.  
Henkel AG & Co. KGaA

### **PART 6. METHODOLOGY**

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