

Global Air Freshener Market 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. Gen Consulting Company predicts that the global air freshener market is estimated to touch a valuation of USD 16,971 million, registering a CAGR of 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 global market, followed by a detailed analysis of the product type, and region. The global market data on air freshener can be segmented by product type: aerosols, car, plug in/electric, scented candles/burners, slow release, others. According to the research, the scented candles/burners segment had the largest share in the global air freshener market. Air freshener market is further segmented by region: Asia Pacific, Europe, North America, MEA (Middle East and Africa), Latin America. In 2021, North America made up the largest share of revenue generated by the air freshener market.

The global air freshener market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players 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, Guangzhou Houdy Cosmetics Co. Ltd., Farcent Enterprise Co. Ltd., Kobayashi Pharmaceutical Co. Ltd., Godrej Group, Dabur India Ltd., S. T. Corporation, Harukado Co.Ltd., The Yankee Candle Company Inc.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, 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 Global Air Freshener Market

Identify segments/areas to invest in over the forecast period in the Global 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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Latin America

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Reckitt Benckiser Group plc
Newell Brands, Inc.
Julius Samann Ltd.
Henkel AG & Co. KGaA
Guangzhou Houdy Cosmetics Co., Ltd.
Farcent Enterprise Co., Ltd.

Kobayashi Pharmaceutical Co., Ltd.
Godrej Group
Dabur India Ltd.
S. T. Corporation
Harukado Co.,Ltd.
The Yankee Candle Company, Inc.

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