

# Global Air Freshener Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GD61E51FA53EN.html>

Date: June 2024

Pages: 119

Price: US\$ 3,480.00 (Single User License)

ID: GD61E51FA53EN

## Abstracts

According to our (Global Info Research) latest study, the global Air Freshener market size was valued at USD 9337.5 million in 2023 and is forecast to a readjusted size of USD 11240 million by 2030 with a CAGR of 2.7% during review period.

An air freshener is a product that typically emits fragrance to eliminate unpleasant odor in a room. These air fresheners adsorb the bad odor, thereby purifying the air.

By 2022, the global home furnishings market size is estimated to be USD 750 billion, and the global consumer demand for home furnishings is expected to maintain steady growth as the income level of some developing countries, such as China and India, further improves. The global home furnishings industry is concentrated in the U.S., Germany, the U.K., and Japan. The major countries in the global home furnishing industry are concentrated in the U.S., China, Germany, the U.K., and Japan. The largest country in the global home furnishing market in 2022 will be the U.S., with China ranking second. Currently, the global home furnishing retail market is still dominated by offline, but e-commerce channels are developing rapidly, and online channels have become the new choice for consumers to buy home furnishing.

The Global Info Research report includes an overview of the development of the Air Freshener industry chain, the market status of Residential (Sprays or Aerosols, Electric Air Fresheners), Corporate Offices (Sprays or Aerosols, Electric Air Fresheners), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Air Freshener.

Regionally, the report analyzes the Air Freshener markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and

increasing consumer awareness. Asia-Pacific, particularly China, leads the global Air Freshener market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Air Freshener market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Air Freshener industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Sprays or Aerosols, Electric Air Fresheners).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Air Freshener market.

**Regional Analysis:** The report involves examining the Air Freshener market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Air Freshener market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Air Freshener:

**Company Analysis:** Report covers individual Air Freshener manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Air Freshener This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (Residential, Corporate Offices).

**Technology Analysis:** Report covers specific technologies relevant to Air Freshener. It assesses the current state, advancements, and potential future developments in Air Freshener areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Air Freshener market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Air Freshener market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Sprays or Aerosols

Electric Air Fresheners

Gels

Candles

Others

### Market segment by Application

Residential

Corporate Offices

Cars

Others

#### Major players covered

Procter and Gamble

Reckitt Benckiser

Henkel KGaA

Church and Dwight

Car-Freshner Corporation

SC Johnson and Son

Kobayashi Pharmaceutical

Godrej

Farcent Enterprise

Newell Rubbermaid

#### Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Air Freshener product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Air Freshener, with price, sales, revenue and global market share of Air Freshener from 2019 to 2024.

Chapter 3, the Air Freshener competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Air Freshener breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Air Freshener market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Air Freshener.

Chapter 14 and 15, to describe Air Freshener sales channel, distributors, customers, research findings and conclusion.

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