

# Global Home Fragrance Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/G3034EEFDDE6EN.html>

Date: November 2025

Pages: 112

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

ID: G3034EEFDDE6EN

## Abstracts

According to our (Global Info Research) latest study, the global Home Fragrance market size was valued at US\$ 1014 million in 2024 and is forecast to a readjusted size of USD 1473 million by 2031 with a CAGR of 5.5% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Home fragrance refers to a system that creates a specific atmosphere and aroma in the indoor space through products such as scented candles, aroma diffusers, and household sprays. It aims to improve the quality of life and spatial atmosphere, and meet needs such as soothing the mind, enhancing aura, or enjoying the pleasure of aroma.

This report is a detailed and comprehensive analysis for global Home Fragrance market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### Key Features:

Global Home Fragrance market size and forecasts, in consumption value (\$ Million),

sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Home Fragrance market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Home Fragrance market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Home Fragrance market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Home Fragrance
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Home Fragrance market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ?uria Perfumes, Home Fragrance Fillers, Trudon, Orescience Laboratory, M&SCENT, Scent Perfique Ltd, Bougie et Senteur, Makana, Orleans Home Fragrances, Carvansons, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

Home Fragrance market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### **Market segment by Type**

Aromatherapy Candles

Diffusers

Essential Oils

Sprays

Others

#### Market segment by Application

Online Sales

Supermarkets

Specialty Stores

Others

#### Major players covered

Parfums de Marly

Home Fragrance Fillers

Trudon

Orescience Laboratory

M&SCENT

Scent Perfique Ltd

Bougie et Senteur

Makana

Orleans Home Fragrances

Carvansons

Ambientair

Laurelle London

Fragrance-oils

Chemarome

Aeraforhome

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 Home Fragrance product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Home Fragrance, with price, sales quantity, revenue, and global market share of Home Fragrance from 2020 to 2025.

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

Chapter 4, the Home Fragrance breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Home Fragrance market forecast, by regions, by Type, and by Application,

with sales and revenue, from 2026 to 2031.

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 Home Fragrance.

Chapter 14 and 15, to describe Home Fragrance sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

#### 1.1 Product Overview and Scope

#### 1.2 Market Estimation Caveats and Base Year

#### 1.3 Market Analysis by Type

##### 1.3.1 Overview: Global Home Fragrance Consumption Value by Type: 2020 Versus 2024 Versus 2031

##### 1.3.2 Aromatherapy Candles

##### 1.3.3 Diffusers

##### 1.3.4 Essential Oils

##### 1.3.5 Sprays

##### 1.3.6 Others

#### 1.4 Market Analysis by Application

##### 1.4.1 Overview: Global Home Fragrance Consumption Value by Application: 2020 Versus 2024 Versus 2031

##### 1.4.2 Online Sales

##### 1.4.3 Supermarkets

##### 1.4.4 Specialty Stores

##### 1.4.5 Others

#### 1.5 Global Home Fragrance Market Size & Forecast

##### 1.5.1 Global Home Fragrance Consumption Value (2020 & 2024 & 2031)

##### 1.5.2 Global Home Fragrance Sales Quantity (2020-2031)

##### 1.5.3 Global Home Fragrance Average Price (2020-2031)

### 2 MANUFACTURERS PROFILES

#### 2.1 ?uria Perfumes

##### 2.1.1 ?uria Perfumes Details

##### 2.1.2 ?uria Perfumes Major Business

##### 2.1.3 ?uria Perfumes Home Fragrance Product and Services

##### 2.1.4 ?uria Perfumes Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

##### 2.1.5 ?uria Perfumes Recent Developments/Updates

#### 2.2 Home Fragrance Fillers

##### 2.2.1 Home Fragrance Fillers Details

##### 2.2.2 Home Fragrance Fillers Major Business

##### 2.2.3 Home Fragrance Fillers Home Fragrance Product and Services

2.2.4 Home Fragrance Fillers Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Home Fragrance Fillers Recent Developments/Updates

2.3 Trudon

2.3.1 Trudon Details

2.3.2 Trudon Major Business

2.3.3 Trudon Home Fragrance Product and Services

2.3.4 Trudon Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Trudon Recent Developments/Updates

2.4 Orescience Laboratory

2.4.1 Orescience Laboratory Details

2.4.2 Orescience Laboratory Major Business

2.4.3 Orescience Laboratory Home Fragrance Product and Services

2.4.4 Orescience Laboratory Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Orescience Laboratory Recent Developments/Updates

2.5 M&SCENT

2.5.1 M&SCENT Details

2.5.2 M&SCENT Major Business

2.5.3 M&SCENT Home Fragrance Product and Services

2.5.4 M&SCENT Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 M&SCENT Recent Developments/Updates

2.6 Scent Perfique Ltd

2.6.1 Scent Perfique Ltd Details

2.6.2 Scent Perfique Ltd Major Business

2.6.3 Scent Perfique Ltd Home Fragrance Product and Services

2.6.4 Scent Perfique Ltd Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Scent Perfique Ltd Recent Developments/Updates

2.7 Bougie et Senteur

2.7.1 Bougie et Senteur Details

2.7.2 Bougie et Senteur Major Business

2.7.3 Bougie et Senteur Home Fragrance Product and Services

2.7.4 Bougie et Senteur Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Bougie et Senteur Recent Developments/Updates

2.8 Makana

- 2.8.1 Makana Details
- 2.8.2 Makana Major Business
- 2.8.3 Makana Home Fragrance Product and Services
- 2.8.4 Makana Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.8.5 Makana Recent Developments/Updates
- 2.9 Orleans Home Fragrances
  - 2.9.1 Orleans Home Fragrances Details
  - 2.9.2 Orleans Home Fragrances Major Business
  - 2.9.3 Orleans Home Fragrances Home Fragrance Product and Services
  - 2.9.4 Orleans Home Fragrances Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.9.5 Orleans Home Fragrances Recent Developments/Updates
- 2.10 Carvansons
  - 2.10.1 Carvansons Details
  - 2.10.2 Carvansons Major Business
  - 2.10.3 Carvansons Home Fragrance Product and Services
  - 2.10.4 Carvansons Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.10.5 Carvansons Recent Developments/Updates
- 2.11 Ambientair
  - 2.11.1 Ambientair Details
  - 2.11.2 Ambientair Major Business
  - 2.11.3 Ambientair Home Fragrance Product and Services
  - 2.11.4 Ambientair Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.11.5 Ambientair Recent Developments/Updates
- 2.12 Laurelle London
  - 2.12.1 Laurelle London Details
  - 2.12.2 Laurelle London Major Business
  - 2.12.3 Laurelle London Home Fragrance Product and Services
  - 2.12.4 Laurelle London Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
  - 2.12.5 Laurelle London Recent Developments/Updates
- 2.13 Fragrance-oils
  - 2.13.1 Fragrance-oils Details
  - 2.13.2 Fragrance-oils Major Business
  - 2.13.3 Fragrance-oils Home Fragrance Product and Services
  - 2.13.4 Fragrance-oils Home Fragrance Sales Quantity, Average Price, Revenue,

## Gross Margin and Market Share (2020-2025)

### 2.13.5 Fragrance-oils Recent Developments/Updates

## 2.14 Chemarome

### 2.14.1 Chemarome Details

### 2.14.2 Chemarome Major Business

### 2.14.3 Chemarome Home Fragrance Product and Services

### 2.14.4 Chemarome Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

### 2.14.5 Chemarome Recent Developments/Updates

## 2.15 Aeraforhome

### 2.15.1 Aeraforhome Details

### 2.15.2 Aeraforhome Major Business

### 2.15.3 Aeraforhome Home Fragrance Product and Services

### 2.15.4 Aeraforhome Home Fragrance Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

### 2.15.5 Aeraforhome Recent Developments/Updates

## **3 COMPETITIVE ENVIRONMENT: HOME FRAGRANCE BY MANUFACTURER**

### 3.1 Global Home Fragrance Sales Quantity by Manufacturer (2020-2025)

### 3.2 Global Home Fragrance Revenue by Manufacturer (2020-2025)

### 3.3 Global Home Fragrance Average Price by Manufacturer (2020-2025)

### 3.4 Market Share Analysis (2024)

#### 3.4.1 Producer Shipments of Home Fragrance by Manufacturer Revenue (\$MM) and Market Share (%): 2024

#### 3.4.2 Top 3 Home Fragrance Manufacturer Market Share in 2024

#### 3.4.3 Top 6 Home Fragrance Manufacturer Market Share in 2024

### 3.5 Home Fragrance Market: Overall Company Footprint Analysis

#### 3.5.1 Home Fragrance Market: Region Footprint

#### 3.5.2 Home Fragrance Market: Company Product Type Footprint

#### 3.5.3 Home Fragrance Market: Company Product Application Footprint

### 3.6 New Market Entrants and Barriers to Market Entry

### 3.7 Mergers, Acquisition, Agreements, and Collaborations

## **4 CONSUMPTION ANALYSIS BY REGION**

### 4.1 Global Home Fragrance Market Size by Region

#### 4.1.1 Global Home Fragrance Sales Quantity by Region (2020-2031)

#### 4.1.2 Global Home Fragrance Consumption Value by Region (2020-2031)

- 4.1.3 Global Home Fragrance Average Price by Region (2020-2031)
- 4.2 North America Home Fragrance Consumption Value (2020-2031)
- 4.3 Europe Home Fragrance Consumption Value (2020-2031)
- 4.4 Asia-Pacific Home Fragrance Consumption Value (2020-2031)
- 4.5 South America Home Fragrance Consumption Value (2020-2031)
- 4.6 Middle East & Africa Home Fragrance Consumption Value (2020-2031)

## **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Home Fragrance Sales Quantity by Type (2020-2031)
- 5.2 Global Home Fragrance Consumption Value by Type (2020-2031)
- 5.3 Global Home Fragrance Average Price by Type (2020-2031)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Home Fragrance Sales Quantity by Application (2020-2031)
- 6.2 Global Home Fragrance Consumption Value by Application (2020-2031)
- 6.3 Global Home Fragrance Average Price by Application (2020-2031)

## **7 NORTH AMERICA**

- 7.1 North America Home Fragrance Sales Quantity by Type (2020-2031)
- 7.2 North America Home Fragrance Sales Quantity by Application (2020-2031)
- 7.3 North America Home Fragrance Market Size by Country
  - 7.3.1 North America Home Fragrance Sales Quantity by Country (2020-2031)
  - 7.3.2 North America Home Fragrance Consumption Value by Country (2020-2031)
  - 7.3.3 United States Market Size and Forecast (2020-2031)
  - 7.3.4 Canada Market Size and Forecast (2020-2031)
  - 7.3.5 Mexico Market Size and Forecast (2020-2031)

## **8 EUROPE**

- 8.1 Europe Home Fragrance Sales Quantity by Type (2020-2031)
- 8.2 Europe Home Fragrance Sales Quantity by Application (2020-2031)
- 8.3 Europe Home Fragrance Market Size by Country
  - 8.3.1 Europe Home Fragrance Sales Quantity by Country (2020-2031)
  - 8.3.2 Europe Home Fragrance Consumption Value by Country (2020-2031)
  - 8.3.3 Germany Market Size and Forecast (2020-2031)
  - 8.3.4 France Market Size and Forecast (2020-2031)

- 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
- 8.3.6 Russia Market Size and Forecast (2020-2031)
- 8.3.7 Italy Market Size and Forecast (2020-2031)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Home Fragrance Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Home Fragrance Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Home Fragrance Market Size by Region
  - 9.3.1 Asia-Pacific Home Fragrance Sales Quantity by Region (2020-2031)
  - 9.3.2 Asia-Pacific Home Fragrance Consumption Value by Region (2020-2031)
  - 9.3.3 China Market Size and Forecast (2020-2031)
  - 9.3.4 Japan Market Size and Forecast (2020-2031)
  - 9.3.5 South Korea Market Size and Forecast (2020-2031)
  - 9.3.6 India Market Size and Forecast (2020-2031)
  - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
  - 9.3.8 Australia Market Size and Forecast (2020-2031)

## **10 SOUTH AMERICA**

- 10.1 South America Home Fragrance Sales Quantity by Type (2020-2031)
- 10.2 South America Home Fragrance Sales Quantity by Application (2020-2031)
- 10.3 South America Home Fragrance Market Size by Country
  - 10.3.1 South America Home Fragrance Sales Quantity by Country (2020-2031)
  - 10.3.2 South America Home Fragrance Consumption Value by Country (2020-2031)
  - 10.3.3 Brazil Market Size and Forecast (2020-2031)
  - 10.3.4 Argentina Market Size and Forecast (2020-2031)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Home Fragrance Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Home Fragrance Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Home Fragrance Market Size by Country
  - 11.3.1 Middle East & Africa Home Fragrance Sales Quantity by Country (2020-2031)
  - 11.3.2 Middle East & Africa Home Fragrance Consumption Value by Country (2020-2031)
  - 11.3.3 Turkey Market Size and Forecast (2020-2031)
  - 11.3.4 Egypt Market Size and Forecast (2020-2031)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

### 11.3.6 South Africa Market Size and Forecast (2020-2031)

## **12 MARKET DYNAMICS**

- 12.1 Home Fragrance Market Drivers
- 12.2 Home Fragrance Market Restraints
- 12.3 Home Fragrance Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes
  - 12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Home Fragrance and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Home Fragrance
- 13.3 Home Fragrance Production Process
- 13.4 Industry Value Chain Analysis

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Home Fragrance Typical Distributors
- 14.3 Home Fragrance Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Home Fragrance Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Home Fragrance Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. ?uria Perfumes Basic Information, Manufacturing Base and Competitors

Table 4. ?uria Perfumes Major Business

Table 5. ?uria Perfumes Home Fragrance Product and Services

Table 6. ?uria Perfumes Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. ?uria Perfumes Recent Developments/Updates

Table 8. Home Fragrance Fillers Basic Information, Manufacturing Base and Competitors

Table 9. Home Fragrance Fillers Major Business

Table 10. Home Fragrance Fillers Home Fragrance Product and Services

Table 11. Home Fragrance Fillers Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Home Fragrance Fillers Recent Developments/Updates

Table 13. Trudon Basic Information, Manufacturing Base and Competitors

Table 14. Trudon Major Business

Table 15. Trudon Home Fragrance Product and Services

Table 16. Trudon Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Trudon Recent Developments/Updates

Table 18. Orescience Laboratory Basic Information, Manufacturing Base and Competitors

Table 19. Orescience Laboratory Major Business

Table 20. Orescience Laboratory Home Fragrance Product and Services

Table 21. Orescience Laboratory Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Orescience Laboratory Recent Developments/Updates

Table 23. M&SCENT Basic Information, Manufacturing Base and Competitors

Table 24. M&SCENT Major Business

Table 25. M&SCENT Home Fragrance Product and Services

Table 26. M&SCENT Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

- Table 27. M&SCENT Recent Developments/Updates
- Table 28. Scent Perfique Ltd Basic Information, Manufacturing Base and Competitors
- Table 29. Scent Perfique Ltd Major Business
- Table 30. Scent Perfique Ltd Home Fragrance Product and Services
- Table 31. Scent Perfique Ltd Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 32. Scent Perfique Ltd Recent Developments/Updates
- Table 33. Bougie et Senteur Basic Information, Manufacturing Base and Competitors
- Table 34. Bougie et Senteur Major Business
- Table 35. Bougie et Senteur Home Fragrance Product and Services
- Table 36. Bougie et Senteur Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 37. Bougie et Senteur Recent Developments/Updates
- Table 38. Makana Basic Information, Manufacturing Base and Competitors
- Table 39. Makana Major Business
- Table 40. Makana Home Fragrance Product and Services
- Table 41. Makana Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 42. Makana Recent Developments/Updates
- Table 43. Orleans Home Fragrances Basic Information, Manufacturing Base and Competitors
- Table 44. Orleans Home Fragrances Major Business
- Table 45. Orleans Home Fragrances Home Fragrance Product and Services
- Table 46. Orleans Home Fragrances Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 47. Orleans Home Fragrances Recent Developments/Updates
- Table 48. Carvansons Basic Information, Manufacturing Base and Competitors
- Table 49. Carvansons Major Business
- Table 50. Carvansons Home Fragrance Product and Services
- Table 51. Carvansons Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 52. Carvansons Recent Developments/Updates
- Table 53. Ambientair Basic Information, Manufacturing Base and Competitors
- Table 54. Ambientair Major Business
- Table 55. Ambientair Home Fragrance Product and Services
- Table 56. Ambientair Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 57. Ambientair Recent Developments/Updates

- Table 58. Laurelle London Basic Information, Manufacturing Base and Competitors
- Table 59. Laurelle London Major Business
- Table 60. Laurelle London Home Fragrance Product and Services
- Table 61. Laurelle London Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 62. Laurelle London Recent Developments/Updates
- Table 63. Fragrance-oils Basic Information, Manufacturing Base and Competitors
- Table 64. Fragrance-oils Major Business
- Table 65. Fragrance-oils Home Fragrance Product and Services
- Table 66. Fragrance-oils Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 67. Fragrance-oils Recent Developments/Updates
- Table 68. Chemarome Basic Information, Manufacturing Base and Competitors
- Table 69. Chemarome Major Business
- Table 70. Chemarome Home Fragrance Product and Services
- Table 71. Chemarome Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 72. Chemarome Recent Developments/Updates
- Table 73. Aeraforhome Basic Information, Manufacturing Base and Competitors
- Table 74. Aeraforhome Major Business
- Table 75. Aeraforhome Home Fragrance Product and Services
- Table 76. Aeraforhome Home Fragrance Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 77. Aeraforhome Recent Developments/Updates
- Table 78. Global Home Fragrance Sales Quantity by Manufacturer (2020-2025) & (K Units)
- Table 79. Global Home Fragrance Revenue by Manufacturer (2020-2025) & (USD Million)
- Table 80. Global Home Fragrance Average Price by Manufacturer (2020-2025) & (US\$/Unit)
- Table 81. Market Position of Manufacturers in Home Fragrance, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024
- Table 82. Head Office and Home Fragrance Production Site of Key Manufacturer
- Table 83. Home Fragrance Market: Company Product Type Footprint
- Table 84. Home Fragrance Market: Company Product Application Footprint
- Table 85. Home Fragrance New Market Entrants and Barriers to Market Entry
- Table 86. Home Fragrance Mergers, Acquisition, Agreements, and Collaborations
- Table 87. Global Home Fragrance Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

- Table 88. Global Home Fragrance Sales Quantity by Region (2020-2025) & (K Units)
- Table 89. Global Home Fragrance Sales Quantity by Region (2026-2031) & (K Units)
- Table 90. Global Home Fragrance Consumption Value by Region (2020-2025) & (USD Million)
- Table 91. Global Home Fragrance Consumption Value by Region (2026-2031) & (USD Million)
- Table 92. Global Home Fragrance Average Price by Region (2020-2025) & (US\$/Unit)
- Table 93. Global Home Fragrance Average Price by Region (2026-2031) & (US\$/Unit)
- Table 94. Global Home Fragrance Sales Quantity by Type (2020-2025) & (K Units)
- Table 95. Global Home Fragrance Sales Quantity by Type (2026-2031) & (K Units)
- Table 96. Global Home Fragrance Consumption Value by Type (2020-2025) & (USD Million)
- Table 97. Global Home Fragrance Consumption Value by Type (2026-2031) & (USD Million)
- Table 98. Global Home Fragrance Average Price by Type (2020-2025) & (US\$/Unit)
- Table 99. Global Home Fragrance Average Price by Type (2026-2031) & (US\$/Unit)
- Table 100. Global Home Fragrance Sales Quantity by Application (2020-2025) & (K Units)
- Table 101. Global Home Fragrance Sales Quantity by Application (2026-2031) & (K Units)
- Table 102. Global Home Fragrance Consumption Value by Application (2020-2025) & (USD Million)
- Table 103. Global Home Fragrance Consumption Value by Application (2026-2031) & (USD Million)
- Table 104. Global Home Fragrance Average Price by Application (2020-2025) & (US\$/Unit)
- Table 105. Global Home Fragrance Average Price by Application (2026-2031) & (US\$/Unit)
- Table 106. North America Home Fragrance Sales Quantity by Type (2020-2025) & (K Units)
- Table 107. North America Home Fragrance Sales Quantity by Type (2026-2031) & (K Units)
- Table 108. North America Home Fragrance Sales Quantity by Application (2020-2025) & (K Units)
- Table 109. North America Home Fragrance Sales Quantity by Application (2026-2031) & (K Units)
- Table 110. North America Home Fragrance Sales Quantity by Country (2020-2025) & (K Units)
- Table 111. North America Home Fragrance Sales Quantity by Country (2026-2031) &

(K Units)

Table 112. North America Home Fragrance Consumption Value by Country (2020-2025) & (USD Million)

Table 113. North America Home Fragrance Consumption Value by Country (2026-2031) & (USD Million)

Table 114. Europe Home Fragrance Sales Quantity by Type (2020-2025) & (K Units)

Table 115. Europe Home Fragrance Sales Quantity by Type (2026-2031) & (K Units)

Table 116. Europe Home Fragrance Sales Quantity by Application (2020-2025) & (K Units)

Table 117. Europe Home Fragrance Sales Quantity by Application (2026-2031) & (K Units)

Table 118. Europe Home Fragrance Sales Quantity by Country (2020-2025) & (K Units)

Table 119. Europe Home Fragrance Sales Quantity by Country (2026-2031) & (K Units)

Table 120. Europe Home Fragrance Consumption Value by Country (2020-2025) & (USD Million)

Table 121. Europe Home Fragrance Consumption Value by Country (2026-2031) & (USD Million)

Table 122. Asia-Pacific Home Fragrance Sales Quantity by Type (2020-2025) & (K Units)

Table 123. Asia-Pacific Home Fragrance Sales Quantity by Type (2026-2031) & (K Units)

Table 124. Asia-Pacific Home Fragrance Sales Quantity by Application (2020-2025) & (K Units)

Table 125. Asia-Pacific Home Fragrance Sales Quantity by Application (2026-2031) & (K Units)

Table 126. Asia-Pacific Home Fragrance Sales Quantity by Region (2020-2025) & (K Units)

Table 127. Asia-Pacific Home Fragrance Sales Quantity by Region (2026-2031) & (K Units)

Table 128. Asia-Pacific Home Fragrance Consumption Value by Region (2020-2025) & (USD Million)

Table 129. Asia-Pacific Home Fragrance Consumption Value by Region (2026-2031) & (USD Million)

Table 130. South America Home Fragrance Sales Quantity by Type (2020-2025) & (K Units)

Table 131. South America Home Fragrance Sales Quantity by Type (2026-2031) & (K Units)

Table 132. South America Home Fragrance Sales Quantity by Application (2020-2025) & (K Units)

Table 133. South America Home Fragrance Sales Quantity by Application (2026-2031) & (K Units)

Table 134. South America Home Fragrance Sales Quantity by Country (2020-2025) & (K Units)

Table 135. South America Home Fragrance Sales Quantity by Country (2026-2031) & (K Units)

Table 136. South America Home Fragrance Consumption Value by Country (2020-2025) & (USD Million)

Table 137. South America Home Fragrance Consumption Value by Country (2026-2031) & (USD Million)

Table 138. Middle East & Africa Home Fragrance Sales Quantity by Type (2020-2025) & (K Units)

Table 139. Middle East & Africa Home Fragrance Sales Quantity by Type (2026-2031) & (K Units)

Table 140. Middle East & Africa Home Fragrance Sales Quantity by Application (2020-2025) & (K Units)

Table 141. Middle East & Africa Home Fragrance Sales Quantity by Application (2026-2031) & (K Units)

Table 142. Middle East & Africa Home Fragrance Sales Quantity by Country (2020-2025) & (K Units)

Table 143. Middle East & Africa Home Fragrance Sales Quantity by Country (2026-2031) & (K Units)

Table 144. Middle East & Africa Home Fragrance Consumption Value by Country (2020-2025) & (USD Million)

Table 145. Middle East & Africa Home Fragrance Consumption Value by Country (2026-2031) & (USD Million)

Table 146. Home Fragrance Raw Material

Table 147. Key Manufacturers of Home Fragrance Raw Materials

Table 148. Home Fragrance Typical Distributors

Table 149. Home Fragrance Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Home Fragrance Picture

Figure 2. Global Home Fragrance Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Home Fragrance Revenue Market Share by Type in 2024

Figure 4. Aromatherapy Candles Examples

Figure 5. Diffusers Examples

Figure 6. Essential Oils Examples

Figure 7. Sprays Examples

Figure 8. Others Examples

Figure 9. Global Home Fragrance Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 10. Global Home Fragrance Revenue Market Share by Application in 2024

Figure 11. Online Sales Examples

Figure 12. Supermarkets Examples

Figure 13. Specialty Stores Examples

Figure 14. Others Examples

Figure 15. Global Home Fragrance Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 16. Global Home Fragrance Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 17. Global Home Fragrance Sales Quantity (2020-2031) & (K Units)

Figure 18. Global Home Fragrance Price (2020-2031) & (US\$/Unit)

Figure 19. Global Home Fragrance Sales Quantity Market Share by Manufacturer in 2024

Figure 20. Global Home Fragrance Revenue Market Share by Manufacturer in 2024

Figure 21. Producer Shipments of Home Fragrance by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 22. Top 3 Home Fragrance Manufacturer (Revenue) Market Share in 2024

Figure 23. Top 6 Home Fragrance Manufacturer (Revenue) Market Share in 2024

Figure 24. Global Home Fragrance Sales Quantity Market Share by Region (2020-2031)

Figure 25. Global Home Fragrance Consumption Value Market Share by Region (2020-2031)

Figure 26. North America Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 27. Europe Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 28. Asia-Pacific Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 29. South America Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 30. Middle East & Africa Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 31. Global Home Fragrance Sales Quantity Market Share by Type (2020-2031)

Figure 32. Global Home Fragrance Consumption Value Market Share by Type (2020-2031)

Figure 33. Global Home Fragrance Average Price by Type (2020-2031) & (US\$/Unit)

Figure 34. Global Home Fragrance Sales Quantity Market Share by Application (2020-2031)

Figure 35. Global Home Fragrance Revenue Market Share by Application (2020-2031)

Figure 36. Global Home Fragrance Average Price by Application (2020-2031) & (US\$/Unit)

Figure 37. North America Home Fragrance Sales Quantity Market Share by Type (2020-2031)

Figure 38. North America Home Fragrance Sales Quantity Market Share by Application (2020-2031)

Figure 39. North America Home Fragrance Sales Quantity Market Share by Country (2020-2031)

Figure 40. North America Home Fragrance Consumption Value Market Share by Country (2020-2031)

Figure 41. United States Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 42. Canada Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 43. Mexico Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 44. Europe Home Fragrance Sales Quantity Market Share by Type (2020-2031)

Figure 45. Europe Home Fragrance Sales Quantity Market Share by Application (2020-2031)

Figure 46. Europe Home Fragrance Sales Quantity Market Share by Country (2020-2031)

Figure 47. Europe Home Fragrance Consumption Value Market Share by Country (2020-2031)

Figure 48. Germany Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 49. France Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 50. United Kingdom Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 51. Russia Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 52. Italy Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 53. Asia-Pacific Home Fragrance Sales Quantity Market Share by Type (2020-2031)

Figure 54. Asia-Pacific Home Fragrance Sales Quantity Market Share by Application (2020-2031)

Figure 55. Asia-Pacific Home Fragrance Sales Quantity Market Share by Region (2020-2031)

Figure 56. Asia-Pacific Home Fragrance Consumption Value Market Share by Region (2020-2031)

Figure 57. China Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 58. Japan Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 59. South Korea Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 60. India Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 61. Southeast Asia Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 62. Australia Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 63. South America Home Fragrance Sales Quantity Market Share by Type (2020-2031)

Figure 64. South America Home Fragrance Sales Quantity Market Share by Application (2020-2031)

Figure 65. South America Home Fragrance Sales Quantity Market Share by Country (2020-2031)

Figure 66. South America Home Fragrance Consumption Value Market Share by Country (2020-2031)

Figure 67. Brazil Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 68. Argentina Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 69. Middle East & Africa Home Fragrance Sales Quantity Market Share by Type (2020-2031)

Figure 70. Middle East & Africa Home Fragrance Sales Quantity Market Share by Application (2020-2031)

Figure 71. Middle East & Africa Home Fragrance Sales Quantity Market Share by Country (2020-2031)

Figure 72. Middle East & Africa Home Fragrance Consumption Value Market Share by Country (2020-2031)

Figure 73. Turkey Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 74. Egypt Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 75. Saudi Arabia Home Fragrance Consumption Value (2020-2031) & (USD

Million)

Figure 76. South Africa Home Fragrance Consumption Value (2020-2031) & (USD Million)

Figure 77. Home Fragrance Market Drivers

Figure 78. Home Fragrance Market Restraints

Figure 79. Home Fragrance Market Trends

Figure 80. Porters Five Forces Analysis

Figure 81. Manufacturing Cost Structure Analysis of Home Fragrance in 2024

Figure 82. Manufacturing Process Analysis of Home Fragrance

Figure 83. Home Fragrance Industrial Chain

Figure 84. Sales Channel: Direct to End-User vs Distributors

Figure 85. Direct Channel Pros & Cons

Figure 86. Indirect Channel Pros & Cons

Figure 87. Methodology

Figure 88. Research Process and Data Source

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