

# Global Scent Marketing Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Scent Marketing market size is expected to reach \$ 5404 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Scent Marketing refers to a strategic marketing approach that uses specific scents to influence consumers' emotions, perceptions and behaviors, integrating fragrance into brand building, customer experience and marketing activities to enhance brand memory, improve customer satisfaction and promote consumption decisions. It leverages the close connection between the sense of smell and human memory and emotion to create a unique sensory experience that differentiates brands from competitors.

The demand for Scent Marketing is driven by brands' growing need to stand out in a competitive market and enhance customer loyalty, as consumers are increasingly pursuing personalized and immersive sensory experiences beyond traditional visual and auditory marketing; the business opportunity lies in its wide applicability across various industries, allowing enterprises to provide customized scent solutions, develop long-term cooperation with brands, and expand application scenarios to meet the diverse needs of different industries for sensory marketing, thus forming a sustainable and scalable business model.

This report studies the global Scent Marketing demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Scent Marketing, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Scent Marketing that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Scent Marketing total market, 2021-2032, (USD Million)

Global Scent Marketing total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Scent Marketing total market, key domestic companies, and share, (USD Million)

Global Scent Marketing revenue by player, revenue and market share 2021-2026, (USD Million)

Global Scent Marketing total market by Scent Function, CAGR, 2021-2032, (USD Million)

Global Scent Marketing total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Scent Marketing market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ScentAir, The Aroma Company, Air Aroma, Maximize, Mood Media, Ambius, Vectair Systems, Aromatise, Ecoscent, Airgoo, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Scent Marketing market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Scent Function, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Scent Marketing Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Scent Marketing Market, Segmentation by Scent Function:

Functional Scents

Emotional Scents

Brand Signature Scents

Global Scent Marketing Market, Segmentation by Application Scene:

Commercial Space Scents

Product-associated Scents

Digital Scent Marketing

Global Scent Marketing Market, Segmentation by Scent Release Method:

Passive Release Scents

Active Release Scents

## Global Scent Marketing Market, Segmentation by Application:

Brand Building

Customer Experience Optimization

## Companies Profiled:

ScentAir

The Aroma Company

Air Aroma

Maximize

Mood Media

Ambius

Vectair Systems

Aromatise

Ecoscent

Airgoo

Spectrio

AromaPrime

SOH Scent Marketing

Scent Plus

Initial (Premium Scenting)

AromaTech

Aroma Retail

Aire-Master

NeoScent International

Initial Ireland

Prolitec

O by Olfacto

Aroma360

Aerome

Bearomic

Esenssi

Eco French Lab

Scent Company

### **Key Questions Answered**

1. How big is the global Scent Marketing market?
2. What is the demand of the global Scent Marketing market?
3. What is the year over year growth of the global Scent Marketing market?
4. What is the total value of the global Scent Marketing market?
5. Who are the Major Players in the global Scent Marketing market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Scent Marketing Introduction
- 1.2 World Scent Marketing Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Scent Marketing Total Market by Region (by Headquarter Location)
  - 1.3.1 World Scent Marketing Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Scent Marketing Revenue (2021-2032)
  - 1.3.3 China Based Company Scent Marketing Revenue (2021-2032)
  - 1.3.4 Europe Based Company Scent Marketing Revenue (2021-2032)
  - 1.3.5 Japan Based Company Scent Marketing Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Scent Marketing Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Scent Marketing Revenue (2021-2032)
  - 1.3.8 India Based Company Scent Marketing Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Scent Marketing Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Scent Marketing Consumption Value (2021-2032)
- 2.2 World Scent Marketing Consumption Value by Region
  - 2.2.1 World Scent Marketing Consumption Value by Region (2021-2026)
  - 2.2.2 World Scent Marketing Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Scent Marketing Consumption Value (2021-2032)
- 2.4 China Scent Marketing Consumption Value (2021-2032)
- 2.5 Europe Scent Marketing Consumption Value (2021-2032)
- 2.6 Japan Scent Marketing Consumption Value (2021-2032)
- 2.7 South Korea Scent Marketing Consumption Value (2021-2032)
- 2.8 ASEAN Scent Marketing Consumption Value (2021-2032)
- 2.9 India Scent Marketing Consumption Value (2021-2032)

### 3 WORLD SCENT MARKETING COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Scent Marketing Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)

- 3.2.1 Global Scent Marketing Industry Rank of Major Players
- 3.2.2 Global Concentration Ratios (CR4) for Scent Marketing in 2025
- 3.2.3 Global Concentration Ratios (CR8) for Scent Marketing in 2025
- 3.3 Scent Marketing Company Evaluation Quadrant
- 3.4 Scent Marketing Market: Overall Company Footprint Analysis
  - 3.4.1 Scent Marketing Market: Region Footprint
  - 3.4.2 Scent Marketing Market: Company Product Type Footprint
  - 3.4.3 Scent Marketing Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

## **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: Scent Marketing Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: Scent Marketing Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  - 4.1.2 United States VS China: Scent Marketing Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Scent Marketing Consumption Value Comparison
  - 4.2.1 United States VS China: Scent Marketing Consumption Value Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Scent Marketing Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Scent Marketing Companies and Market Share, 2021-2026
  - 4.3.1 United States Based Scent Marketing Companies, Headquarters (States, Country)
  - 4.3.2 United States Based Companies Scent Marketing Revenue, (2021-2026)
- 4.4 China Based Companies Scent Marketing Revenue and Market Share, 2021-2026
  - 4.4.1 China Based Scent Marketing Companies, Company Headquarters (Province, Country)
  - 4.4.2 China Based Companies Scent Marketing Revenue, (2021-2026)
- 4.5 Rest of World Based Scent Marketing Companies and Market Share, 2021-2026
  - 4.5.1 Rest of World Based Scent Marketing Companies, Headquarters (Province,

Country)

4.5.2 Rest of World Based Companies Scent Marketing Revenue (2021-2026)

## **5 MARKET ANALYSIS BY SCENT FUNCTION**

5.1 World Scent Marketing Market Size Overview by Scent Function: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Scent Function

5.2.1 Functional Scents

5.2.2 Emotional Scents

5.2.3 Brand Signature Scents

5.3 Market Segment by Scent Function

5.3.1 World Scent Marketing Market Size by Scent Function (2021-2026)

5.3.2 World Scent Marketing Market Size by Scent Function (2027-2032)

5.3.3 World Scent Marketing Market Size Market Share by Scent Function (2027-2032)

## **6 MARKET ANALYSIS BY APPLICATION SCENE**

6.1 World Scent Marketing Market Size Overview by Application Scene: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application Scene

6.2.1 Commercial Space Scents

6.2.2 Product-associated Scents

6.2.3 Digital Scent Marketing

6.3 Market Segment by Application Scene

6.3.1 World Scent Marketing Market Size by Application Scene (2021-2026)

6.3.2 World Scent Marketing Market Size by Application Scene (2027-2032)

6.3.3 World Scent Marketing Market Size Market Share by Application Scene (2027-2032)

## **7 MARKET ANALYSIS BY SCENT RELEASE METHOD**

7.1 World Scent Marketing Market Size Overview by Scent Release Method: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Scent Release Method

7.2.1 Passive Release Scents

7.2.2 Active Release Scents

7.3 Market Segment by Scent Release Method

- 7.3.1 World Scent Marketing Market Size by Scent Release Method (2021-2026)
- 7.3.2 World Scent Marketing Market Size by Scent Release Method (2027-2032)
- 7.3.3 World Scent Marketing Market Size Market Share by Scent Release Method (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

- 8.1 World Scent Marketing Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
  - 8.2.1 Brand Building
  - 8.2.2 Customer Experience Optimization
- 8.3 Market Segment by Application
  - 8.3.1 World Scent Marketing Market Size by Application (2021-2026)
  - 8.3.2 World Scent Marketing Market Size by Application (2027-2032)
  - 8.3.3 World Scent Marketing Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

- 9.1 ScentAir
  - 9.1.1 ScentAir Details
  - 9.1.2 ScentAir Major Business
  - 9.1.3 ScentAir Scent Marketing Product and Services
  - 9.1.4 ScentAir Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.1.5 ScentAir Recent Developments/Updates
  - 9.1.6 ScentAir Competitive Strengths & Weaknesses
- 9.2 The Aroma Company
  - 9.2.1 The Aroma Company Details
  - 9.2.2 The Aroma Company Major Business
  - 9.2.3 The Aroma Company Scent Marketing Product and Services
  - 9.2.4 The Aroma Company Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.2.5 The Aroma Company Recent Developments/Updates
  - 9.2.6 The Aroma Company Competitive Strengths & Weaknesses
- 9.3 Air Aroma
  - 9.3.1 Air Aroma Details
  - 9.3.2 Air Aroma Major Business
  - 9.3.3 Air Aroma Scent Marketing Product and Services

- 9.3.4 Air Aroma Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
- 9.3.5 Air Aroma Recent Developments/Updates
- 9.3.6 Air Aroma Competitive Strengths & Weaknesses
- 9.4 Maximize
  - 9.4.1 Maximize Details
  - 9.4.2 Maximize Major Business
  - 9.4.3 Maximize Scent Marketing Product and Services
  - 9.4.4 Maximize Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.4.5 Maximize Recent Developments/Updates
  - 9.4.6 Maximize Competitive Strengths & Weaknesses
- 9.5 Mood Media
  - 9.5.1 Mood Media Details
  - 9.5.2 Mood Media Major Business
  - 9.5.3 Mood Media Scent Marketing Product and Services
  - 9.5.4 Mood Media Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.5.5 Mood Media Recent Developments/Updates
  - 9.5.6 Mood Media Competitive Strengths & Weaknesses
- 9.6 Ambius
  - 9.6.1 Ambius Details
  - 9.6.2 Ambius Major Business
  - 9.6.3 Ambius Scent Marketing Product and Services
  - 9.6.4 Ambius Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.6.5 Ambius Recent Developments/Updates
  - 9.6.6 Ambius Competitive Strengths & Weaknesses
- 9.7 Vectair Systems
  - 9.7.1 Vectair Systems Details
  - 9.7.2 Vectair Systems Major Business
  - 9.7.3 Vectair Systems Scent Marketing Product and Services
  - 9.7.4 Vectair Systems Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Vectair Systems Recent Developments/Updates
  - 9.7.6 Vectair Systems Competitive Strengths & Weaknesses
- 9.8 Aromatise
  - 9.8.1 Aromatise Details
  - 9.8.2 Aromatise Major Business
  - 9.8.3 Aromatise Scent Marketing Product and Services

- 9.8.4 Aromatise Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
- 9.8.5 Aromatise Recent Developments/Updates
- 9.8.6 Aromatise Competitive Strengths & Weaknesses
- 9.9 Ecoscent
  - 9.9.1 Ecoscent Details
  - 9.9.2 Ecoscent Major Business
  - 9.9.3 Ecoscent Scent Marketing Product and Services
  - 9.9.4 Ecoscent Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.9.5 Ecoscent Recent Developments/Updates
  - 9.9.6 Ecoscent Competitive Strengths & Weaknesses
- 9.10 Airgoo
  - 9.10.1 Airgoo Details
  - 9.10.2 Airgoo Major Business
  - 9.10.3 Airgoo Scent Marketing Product and Services
  - 9.10.4 Airgoo Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Airgoo Recent Developments/Updates
  - 9.10.6 Airgoo Competitive Strengths & Weaknesses
- 9.11 Spectrio
  - 9.11.1 Spectrio Details
  - 9.11.2 Spectrio Major Business
  - 9.11.3 Spectrio Scent Marketing Product and Services
  - 9.11.4 Spectrio Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Spectrio Recent Developments/Updates
  - 9.11.6 Spectrio Competitive Strengths & Weaknesses
- 9.12 AromaPrime
  - 9.12.1 AromaPrime Details
  - 9.12.2 AromaPrime Major Business
  - 9.12.3 AromaPrime Scent Marketing Product and Services
  - 9.12.4 AromaPrime Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.12.5 AromaPrime Recent Developments/Updates
  - 9.12.6 AromaPrime Competitive Strengths & Weaknesses
- 9.13 SOH Scent Marketing
  - 9.13.1 SOH Scent Marketing Details
  - 9.13.2 SOH Scent Marketing Major Business
  - 9.13.3 SOH Scent Marketing Scent Marketing Product and Services

9.13.4 SOH Scent Marketing Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 SOH Scent Marketing Recent Developments/Updates

9.13.6 SOH Scent Marketing Competitive Strengths & Weaknesses

9.14 Scent Plus

9.14.1 Scent Plus Details

9.14.2 Scent Plus Major Business

9.14.3 Scent Plus Scent Marketing Product and Services

9.14.4 Scent Plus Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 Scent Plus Recent Developments/Updates

9.14.6 Scent Plus Competitive Strengths & Weaknesses

9.15 Initial (Premium Scenting)

9.15.1 Initial (Premium Scenting) Details

9.15.2 Initial (Premium Scenting) Major Business

9.15.3 Initial (Premium Scenting) Scent Marketing Product and Services

9.15.4 Initial (Premium Scenting) Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Initial (Premium Scenting) Recent Developments/Updates

9.15.6 Initial (Premium Scenting) Competitive Strengths & Weaknesses

9.16 AromaTech

9.16.1 AromaTech Details

9.16.2 AromaTech Major Business

9.16.3 AromaTech Scent Marketing Product and Services

9.16.4 AromaTech Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 AromaTech Recent Developments/Updates

9.16.6 AromaTech Competitive Strengths & Weaknesses

9.17 Aroma Retail

9.17.1 Aroma Retail Details

9.17.2 Aroma Retail Major Business

9.17.3 Aroma Retail Scent Marketing Product and Services

9.17.4 Aroma Retail Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Aroma Retail Recent Developments/Updates

9.17.6 Aroma Retail Competitive Strengths & Weaknesses

9.18 Aire-Master

9.18.1 Aire-Master Details

9.18.2 Aire-Master Major Business

- 9.18.3 Aire-Master Scent Marketing Product and Services
- 9.18.4 Aire-Master Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
- 9.18.5 Aire-Master Recent Developments/Updates
- 9.18.6 Aire-Master Competitive Strengths & Weaknesses
- 9.19 NeoScent International
  - 9.19.1 NeoScent International Details
  - 9.19.2 NeoScent International Major Business
  - 9.19.3 NeoScent International Scent Marketing Product and Services
  - 9.19.4 NeoScent International Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.19.5 NeoScent International Recent Developments/Updates
  - 9.19.6 NeoScent International Competitive Strengths & Weaknesses
- 9.20 Initial Ireland
  - 9.20.1 Initial Ireland Details
  - 9.20.2 Initial Ireland Major Business
  - 9.20.3 Initial Ireland Scent Marketing Product and Services
  - 9.20.4 Initial Ireland Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.20.5 Initial Ireland Recent Developments/Updates
  - 9.20.6 Initial Ireland Competitive Strengths & Weaknesses
- 9.21 Prolitec
  - 9.21.1 Prolitec Details
  - 9.21.2 Prolitec Major Business
  - 9.21.3 Prolitec Scent Marketing Product and Services
  - 9.21.4 Prolitec Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.21.5 Prolitec Recent Developments/Updates
  - 9.21.6 Prolitec Competitive Strengths & Weaknesses
- 9.22 O by Olfacto
  - 9.22.1 O by Olfacto Details
  - 9.22.2 O by Olfacto Major Business
  - 9.22.3 O by Olfacto Scent Marketing Product and Services
  - 9.22.4 O by Olfacto Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
  - 9.22.5 O by Olfacto Recent Developments/Updates
  - 9.22.6 O by Olfacto Competitive Strengths & Weaknesses
- 9.23 Aroma360
  - 9.23.1 Aroma360 Details

- 9.23.2 Aroma360 Major Business
- 9.23.3 Aroma360 Scent Marketing Product and Services
- 9.23.4 Aroma360 Scent Marketing Revenue, Gross Margin and Market Share  
(2021-2026)
- 9.23.5 Aroma360 Recent Developments/Updates
- 9.23.6 Aroma360 Competitive Strengths & Weaknesses
- 9.24 Aerome
  - 9.24.1 Aerome Details
  - 9.24.2 Aerome Major Business
  - 9.24.3 Aerome Scent Marketing Product and Services
  - 9.24.4 Aerome Scent Marketing Revenue, Gross Margin and Market Share  
(2021-2026)
  - 9.24.5 Aerome Recent Developments/Updates
  - 9.24.6 Aerome Competitive Strengths & Weaknesses
- 9.25 Bearomic
  - 9.25.1 Bearomic Details
  - 9.25.2 Bearomic Major Business
  - 9.25.3 Bearomic Scent Marketing Product and Services
  - 9.25.4 Bearomic Scent Marketing Revenue, Gross Margin and Market Share  
(2021-2026)
  - 9.25.5 Bearomic Recent Developments/Updates
  - 9.25.6 Bearomic Competitive Strengths & Weaknesses
- 9.26 Esenssi
  - 9.26.1 Esenssi Details
  - 9.26.2 Esenssi Major Business
  - 9.26.3 Esenssi Scent Marketing Product and Services
  - 9.26.4 Esenssi Scent Marketing Revenue, Gross Margin and Market Share  
(2021-2026)
  - 9.26.5 Esenssi Recent Developments/Updates
  - 9.26.6 Esenssi Competitive Strengths & Weaknesses
- 9.27 Eco French Lab
  - 9.27.1 Eco French Lab Details
  - 9.27.2 Eco French Lab Major Business
  - 9.27.3 Eco French Lab Scent Marketing Product and Services
  - 9.27.4 Eco French Lab Scent Marketing Revenue, Gross Margin and Market Share  
(2021-2026)
  - 9.27.5 Eco French Lab Recent Developments/Updates
  - 9.27.6 Eco French Lab Competitive Strengths & Weaknesses
- 9.28 Scent Company

- 9.28.1 Scent Company Details
- 9.28.2 Scent Company Major Business
- 9.28.3 Scent Company Scent Marketing Product and Services
- 9.28.4 Scent Company Scent Marketing Revenue, Gross Margin and Market Share (2021-2026)
- 9.28.5 Scent Company Recent Developments/Updates
- 9.28.6 Scent Company Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Scent Marketing Industry Chain
- 10.2 Scent Marketing Upstream Analysis
- 10.3 Scent Marketing Midstream Analysis
- 10.4 Scent Marketing Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Scent Marketing Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Scent Marketing Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Scent Marketing Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Scent Marketing Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Scent Marketing Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Scent Marketing Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Scent Marketing Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Scent Marketing Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Scent Marketing Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Scent Marketing Players in 2025

Table 12. World Scent Marketing Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Scent Marketing Company Evaluation Quadrant

Table 14. Head Office of Key Scent Marketing Players

Table 15. Scent Marketing Market: Company Product Type Footprint

Table 16. Scent Marketing Market: Company Product Application Footprint

Table 17. Scent Marketing Mergers & Acquisitions Activity

Table 18. United States VS China Scent Marketing Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Scent Marketing Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Scent Marketing Companies, Headquarters (States, Country)

Table 21. United States Based Companies Scent Marketing Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Scent Marketing Revenue Market Share

(2021-2026)

Table 23. China Based Scent Marketing Companies, Headquarters (Province, Country)

Table 24. China Based Companies Scent Marketing Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Scent Marketing Revenue Market Share (2021-2026)

Table 26. Rest of World Based Scent Marketing Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Scent Marketing Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Scent Marketing Revenue Market Share (2021-2026)

Table 29. World Scent Marketing Market Size by Scent Function, (USD Million), 2021 & 2025 & 2032

Table 30. World Scent Marketing Market Size Value by Scent Function (2021-2026) & (USD Million)

Table 31. World Scent Marketing Market Size by Scent Function (2027-2032) & (USD Million)

Table 32. World Scent Marketing Market Size by Application Scene, (USD Million), 2021 & 2025 & 2032

Table 33. World Scent Marketing Market Size Value by Application Scene (2021-2026) & (USD Million)

Table 34. World Scent Marketing Market Size by Application Scene (2027-2032) & (USD Million)

Table 35. World Scent Marketing Market Size by Scent Release Method, (USD Million), 2021 & 2025 & 2032

Table 36. World Scent Marketing Market Size Value by Scent Release Method (2021-2026) & (USD Million)

Table 37. World Scent Marketing Market Size by Scent Release Method (2027-2032) & (USD Million)

Table 38. World Scent Marketing Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Scent Marketing Market Size by Application (2021-2026) & (USD Million)

Table 40. World Scent Marketing Market Size by Application (2027-2032) & (USD Million)

Table 41. ScentAir Basic Information, Manufacturing Base and Competitors

Table 42. ScentAir Major Business

Table 43. ScentAir Scent Marketing Product and Services

Table 44. ScentAir Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. ScentAir Recent Developments/Updates

Table 46. ScentAir Competitive Strengths & Weaknesses

Table 47. The Aroma Company Basic Information, Manufacturing Base and Competitors

Table 48. The Aroma Company Major Business

Table 49. The Aroma Company Scent Marketing Product and Services

Table 50. The Aroma Company Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. The Aroma Company Recent Developments/Updates

Table 52. The Aroma Company Competitive Strengths & Weaknesses

Table 53. Air Aroma Basic Information, Manufacturing Base and Competitors

Table 54. Air Aroma Major Business

Table 55. Air Aroma Scent Marketing Product and Services

Table 56. Air Aroma Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Air Aroma Recent Developments/Updates

Table 58. Air Aroma Competitive Strengths & Weaknesses

Table 59. Maximize Basic Information, Manufacturing Base and Competitors

Table 60. Maximize Major Business

Table 61. Maximize Scent Marketing Product and Services

Table 62. Maximize Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Maximize Recent Developments/Updates

Table 64. Maximize Competitive Strengths & Weaknesses

Table 65. Mood Media Basic Information, Manufacturing Base and Competitors

Table 66. Mood Media Major Business

Table 67. Mood Media Scent Marketing Product and Services

Table 68. Mood Media Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Mood Media Recent Developments/Updates

Table 70. Mood Media Competitive Strengths & Weaknesses

Table 71. Ambius Basic Information, Manufacturing Base and Competitors

Table 72. Ambius Major Business

Table 73. Ambius Scent Marketing Product and Services

Table 74. Ambius Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Ambius Recent Developments/Updates

- Table 76. Ambius Competitive Strengths & Weaknesses
- Table 77. Vectair Systems Basic Information, Manufacturing Base and Competitors
- Table 78. Vectair Systems Major Business
- Table 79. Vectair Systems Scent Marketing Product and Services
- Table 80. Vectair Systems Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Vectair Systems Recent Developments/Updates
- Table 82. Vectair Systems Competitive Strengths & Weaknesses
- Table 83. Aromatise Basic Information, Manufacturing Base and Competitors
- Table 84. Aromatise Major Business
- Table 85. Aromatise Scent Marketing Product and Services
- Table 86. Aromatise Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. Aromatise Recent Developments/Updates
- Table 88. Aromatise Competitive Strengths & Weaknesses
- Table 89. Ecoscent Basic Information, Manufacturing Base and Competitors
- Table 90. Ecoscent Major Business
- Table 91. Ecoscent Scent Marketing Product and Services
- Table 92. Ecoscent Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Ecoscent Recent Developments/Updates
- Table 94. Ecoscent Competitive Strengths & Weaknesses
- Table 95. Airgoo Basic Information, Manufacturing Base and Competitors
- Table 96. Airgoo Major Business
- Table 97. Airgoo Scent Marketing Product and Services
- Table 98. Airgoo Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. Airgoo Recent Developments/Updates
- Table 100. Airgoo Competitive Strengths & Weaknesses
- Table 101. Spectrio Basic Information, Manufacturing Base and Competitors
- Table 102. Spectrio Major Business
- Table 103. Spectrio Scent Marketing Product and Services
- Table 104. Spectrio Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Spectrio Recent Developments/Updates
- Table 106. Spectrio Competitive Strengths & Weaknesses
- Table 107. AromaPrime Basic Information, Manufacturing Base and Competitors
- Table 108. AromaPrime Major Business
- Table 109. AromaPrime Scent Marketing Product and Services

Table 110. AromaPrime Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. AromaPrime Recent Developments/Updates

Table 112. AromaPrime Competitive Strengths & Weaknesses

Table 113. SOH Scent Marketing Basic Information, Manufacturing Base and Competitors

Table 114. SOH Scent Marketing Major Business

Table 115. SOH Scent Marketing Scent Marketing Product and Services

Table 116. SOH Scent Marketing Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. SOH Scent Marketing Recent Developments/Updates

Table 118. SOH Scent Marketing Competitive Strengths & Weaknesses

Table 119. Scent Plus Basic Information, Manufacturing Base and Competitors

Table 120. Scent Plus Major Business

Table 121. Scent Plus Scent Marketing Product and Services

Table 122. Scent Plus Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Scent Plus Recent Developments/Updates

Table 124. Scent Plus Competitive Strengths & Weaknesses

Table 125. Initial (Premium Scenting) Basic Information, Manufacturing Base and Competitors

Table 126. Initial (Premium Scenting) Major Business

Table 127. Initial (Premium Scenting) Scent Marketing Product and Services

Table 128. Initial (Premium Scenting) Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Initial (Premium Scenting) Recent Developments/Updates

Table 130. Initial (Premium Scenting) Competitive Strengths & Weaknesses

Table 131. AromaTech Basic Information, Manufacturing Base and Competitors

Table 132. AromaTech Major Business

Table 133. AromaTech Scent Marketing Product and Services

Table 134. AromaTech Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. AromaTech Recent Developments/Updates

Table 136. AromaTech Competitive Strengths & Weaknesses

Table 137. Aroma Retail Basic Information, Manufacturing Base and Competitors

Table 138. Aroma Retail Major Business

Table 139. Aroma Retail Scent Marketing Product and Services

Table 140. Aroma Retail Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 141. Aroma Retail Recent Developments/Updates
- Table 142. Aroma Retail Competitive Strengths & Weaknesses
- Table 143. Aire-Master Basic Information, Manufacturing Base and Competitors
- Table 144. Aire-Master Major Business
- Table 145. Aire-Master Scent Marketing Product and Services
- Table 146. Aire-Master Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Aire-Master Recent Developments/Updates
- Table 148. Aire-Master Competitive Strengths & Weaknesses
- Table 149. NeoScent International Basic Information, Manufacturing Base and Competitors
- Table 150. NeoScent International Major Business
- Table 151. NeoScent International Scent Marketing Product and Services
- Table 152. NeoScent International Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. NeoScent International Recent Developments/Updates
- Table 154. NeoScent International Competitive Strengths & Weaknesses
- Table 155. Initial Ireland Basic Information, Manufacturing Base and Competitors
- Table 156. Initial Ireland Major Business
- Table 157. Initial Ireland Scent Marketing Product and Services
- Table 158. Initial Ireland Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Initial Ireland Recent Developments/Updates
- Table 160. Initial Ireland Competitive Strengths & Weaknesses
- Table 161. Prolitec Basic Information, Manufacturing Base and Competitors
- Table 162. Prolitec Major Business
- Table 163. Prolitec Scent Marketing Product and Services
- Table 164. Prolitec Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. Prolitec Recent Developments/Updates
- Table 166. Prolitec Competitive Strengths & Weaknesses
- Table 167. O by Olfacto Basic Information, Manufacturing Base and Competitors
- Table 168. O by Olfacto Major Business
- Table 169. O by Olfacto Scent Marketing Product and Services
- Table 170. O by Olfacto Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. O by Olfacto Recent Developments/Updates
- Table 172. O by Olfacto Competitive Strengths & Weaknesses
- Table 173. Aroma360 Basic Information, Manufacturing Base and Competitors

- Table 174. Aroma360 Major Business
- Table 175. Aroma360 Scent Marketing Product and Services
- Table 176. Aroma360 Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. Aroma360 Recent Developments/Updates
- Table 178. Aroma360 Competitive Strengths & Weaknesses
- Table 179. Aerome Basic Information, Manufacturing Base and Competitors
- Table 180. Aerome Major Business
- Table 181. Aerome Scent Marketing Product and Services
- Table 182. Aerome Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. Aerome Recent Developments/Updates
- Table 184. Aerome Competitive Strengths & Weaknesses
- Table 185. Bearomic Basic Information, Manufacturing Base and Competitors
- Table 186. Bearomic Major Business
- Table 187. Bearomic Scent Marketing Product and Services
- Table 188. Bearomic Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 189. Bearomic Recent Developments/Updates
- Table 190. Bearomic Competitive Strengths & Weaknesses
- Table 191. Esenssi Basic Information, Manufacturing Base and Competitors
- Table 192. Esenssi Major Business
- Table 193. Esenssi Scent Marketing Product and Services
- Table 194. Esenssi Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 195. Esenssi Recent Developments/Updates
- Table 196. Esenssi Competitive Strengths & Weaknesses
- Table 197. Eco French Lab Basic Information, Manufacturing Base and Competitors
- Table 198. Eco French Lab Major Business
- Table 199. Eco French Lab Scent Marketing Product and Services
- Table 200. Eco French Lab Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 201. Eco French Lab Recent Developments/Updates
- Table 202. Eco French Lab Competitive Strengths & Weaknesses
- Table 203. Scent Company Basic Information, Manufacturing Base and Competitors
- Table 204. Scent Company Major Business
- Table 205. Scent Company Scent Marketing Product and Services
- Table 206. Scent Company Scent Marketing Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 207. Scent Company Recent Developments/Updates

Table 208. Scent Company Competitive Strengths & Weaknesses

Table 209. Global Key Players of Scent Marketing Upstream (Raw Materials)

Table 210. Global Scent Marketing Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Scent Marketing Picture

Figure 2. World Scent Marketing Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Scent Marketing Total Revenue (2021-2032) & (USD Million)

Figure 4. World Scent Marketing Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Scent Marketing Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Scent Marketing Revenue (2021-2032) & (USD Million)

Figure 13. Scent Marketing Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 16. World Scent Marketing Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 18. China Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 23. India Scent Marketing Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Scent Marketing by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Scent Marketing Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Scent Marketing Markets in 2025

Figure 27. United States VS China: Scent Marketing Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Scent Marketing Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Scent Marketing Market Size by Scent Function, (USD Million), 2021 & 2025 & 2032

Figure 30. World Scent Marketing Market Size Market Share by Scent Function in 2025

Figure 31. Functional Scents

Figure 32. Emotional Scents

Figure 33. Brand Signature Scents

Figure 34. World Scent Marketing Market Size Market Share by Scent Function (2021-2032)

Figure 35. World Scent Marketing Market Size by Application Scene, (USD Million), 2021 & 2025 & 2032

Figure 36. World Scent Marketing Market Size Market Share by Application Scene in 2025

Figure 37. Commercial Space Scents

Figure 38. Product-associated Scents

Figure 39. Digital Scent Marketing

Figure 40. World Scent Marketing Market Size Market Share by Application Scene (2021-2032)

Figure 41. World Scent Marketing Market Size by Scent Release Method, (USD Million), 2021 & 2025 & 2032

Figure 42. World Scent Marketing Market Size Market Share by Scent Release Method in 2025

Figure 43. Passive Release Scents

Figure 44. Active Release Scents

Figure 45. World Scent Marketing Market Size Market Share by Scent Release Method (2021-2032)

Figure 46. World Scent Marketing Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 47. World Scent Marketing Market Size Market Share by Application in 2025

Figure 48. Brand Building

Figure 49. Customer Experience Optimization

Figure 50. World Scent Marketing Market Size Market Share by Application (2021-2032)

Figure 51. Scent Marketing Industrial Chain

Figure 52. Methodology

Figure 53. Research Process and Data Source

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