

Global Scented Paper and Fragrance-Infused Paper Products Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GE85044F60C6EN.html>

Date: June 2026

Pages: 162

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

ID: GE85044F60C6EN

Abstracts

According to our (Global Info Research) latest study, the global Scented Paper and Fragrance-Infused Paper Products market size was valued at US\$ 952 million in 2025 and is forecast to a readjusted size of US\$ 1361 million by 2032 with a CAGR of 5.2% during review period.

Scented paper and fragrance-infused paper products refer to functional paper-based carriers made from paper, paperboard, cellulose absorbent substrates, tissue paper, label stock, blotter paper, wicking paper or specialty diffusion paper that are engineered to deliver olfactory effects through fragrance impregnation, surface coating, microencapsulated scented inks, fragrance adsorption, in-paper encapsulation, controlled-release paper structures or burnable aromatic treatment. The scope of this study focuses on paper-based fragrance carriers used in perfume and beauty sampling, retail scent testing, scented print media, brand scent marketing, paper car and home air fresheners, scented gift packaging, scratch-and-sniff labels, scented cards, drawer and wardrobe fresheners, and traditional aromatic incense paper. Key performance attributes include absorption, scent fidelity, fragrance longevity, printability, compatibility with fragrance oils, packaging freshness, customization flexibility, regulatory safety and recyclability.

Based on our research, scented paper should not be treated as a single paper grade. It is a functional fragrance-delivery format that sits at the intersection of specialty paper, fragrance formulation, coating or impregnation technology, printing, packaging and brand sampling. The industry covers perfume blotters, paper fragrance sampling cards, scratch-and-sniff printed products, paper air fresheners, scented tissue paper, aromatic cards and burnable incense paper. Each application has a different performance logic.

Perfume blotters require neutrality, absorption and olfactive fidelity; paper air fresheners require controlled evaporation, low cost and customization; scratch-and-sniff labels depend on microencapsulated scented coatings and print compatibility; scented tissue paper is driven by packaging experience and retail differentiation.

Demand is supported by several distinct channels. Paper car air fresheners remain the largest revenue contributor because of their high turnover, broad retail reach and low unit cost. Paper fragrance sampling is smaller but strategically important because fragrance brands are under pressure to reduce plastic sample formats while maintaining sensory accuracy. Scented tissue paper and scented packaging are still niche but benefit from premium retail, gifting and e-commerce unboxing. Burnable aromatic paper is a specialty heritage category with loyal customers, but its overall volume is limited.

From a technology-route perspective, the industry is moving beyond simple fragrance spraying and soaking toward more stable and controllable solutions, including in-paper fragrance encapsulation, microencapsulated coatings, low-odor base papers, FSC-certified paper substrates, recyclable packaging, and more sustainable paper-based fragrance sampling formats. This shift indicates that competition in the premium segment is no longer defined merely by whether a paper product can carry a scent. Instead, leading suppliers are increasingly competing on integrated solution capabilities, including scent fidelity, fragrance longevity, environmental performance, visual design, sampling format innovation, distribution efficiency, and alignment with brand positioning. In the high-end fragrance and beauty market, scented paper products are becoming part of a broader sensory packaging system, where the paper substrate, fragrance formulation, coating process, print quality, sealing method, and user experience must work together to deliver a consistent and brand-appropriate olfactory impression.

Looking ahead, the industry should grow at a moderate pace rather than a disruptive pace. Growth will be supported by sustainable sampling, private-label air fresheners, e-commerce trial formats, brand scent marketing and customized promotional products. However, the sector also faces constraints: paper formats may not fully replicate liquid fragrance performance, fragrance release can be sensitive to humidity and storage, low-end paper air fresheners are price-competitive, and fragrance allergen disclosure rules may become more demanding. The most attractive segments are likely to be high-end paper fragrance sampling and customized paper air fresheners with reliable production, while generic low-cost scented cards will remain margin-constrained.

This report is a detailed and comprehensive analysis for global Scented Paper and Fragrance-Infused Paper Products 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 Scented Paper and Fragrance-Infused Paper Products market size and forecasts, in consumption value (\$ Million), sales quantity (Million pcs), and average selling prices (US\$/Pc), 2021-2032

Global Scented Paper and Fragrance-Infused Paper Products market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million pcs), and average selling prices (US\$/Pc), 2021-2032

Global Scented Paper and Fragrance-Infused Paper Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million pcs), and average selling prices (US\$/Pc), 2021-2032

Global Scented Paper and Fragrance-Infused Paper Products market shares of main players, shipments in revenue (\$ Million), sales quantity (Million pcs), and ASP (US\$/Pc), 2021-2026

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 Scented Paper and Fragrance-Infused Paper Products
- 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 Scented Paper and Fragrance-Infused Paper Products 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 AptarGroup, Inc., Julius S?mann Ltd., Arcade Beauty, Orlandi, Inc., ELiX Ltd., DR. MARCUS International Sp. z o.o., PowerAir, MTM Industries, Balev Corporation EOOD, Aromate Industries Co., Ltd., etc.

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

Market Segmentation

Scented Paper and Fragrance-Infused Paper Products market is split by Type and by Application. For the period 2021-2032, 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

Fragrance Blotter / Test Strip

Scratch-and-Sniff Paper / Label

Paper Air Freshener

Other Scented Paper Products

Market segment by Fragrance Release Mechanism

Passive Diffusion

Rub-on / Transfer Release

Combustion Release

Hybrid Release

Other

Market segment by Production / Processing Method

Fragrance Soaking / Dipping

Surface Coating

Scented Ink Printing

Other

Market segment by Application

Beauty & Fragrance Sampling

Automotive Air Freshening

Home & Wardrobe Freshening

Other

Major players covered

AptarGroup, Inc.

Julius S?mann Ltd.

Arcade Beauty

Orlandi, Inc.

ELiX Ltd.

DR. MARCUS International Sp. z o.o.

PowerAir

MTM Industries

Balev Corporation EOOD

Aromate Industries Co., Ltd.

Scentsphere LLC

Alpine Packaging, Inc.

EMI Specialty Papers

Flower City Tissue Mills Co.

ScentEmotions S.L.

IKEDA Scents

Shamood

Ocean Star Inc.

Dongguan Aroma Ease Manufacture Co., Ltd.

Scented Promotions

Scent of Europe

Scratch Off Systems

Papier d'Arm?nie

BM Paper

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 Scented Paper and Fragrance-Infused Paper Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Scented Paper and Fragrance-Infused Paper Products, with price, sales quantity, revenue, and global market share of Scented Paper and Fragrance-Infused Paper Products from 2021 to 2026.

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

Chapter 4, the Scented Paper and Fragrance-Infused Paper Products breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Scented Paper and Fragrance-Infused Paper Products market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Scented Paper and Fragrance-Infused Paper Products.

Chapter 14 and 15, to describe Scented Paper and Fragrance-Infused Paper Products sales channel, distributors, customers, research findings and conclusion.

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