

Global Solid Aromatic Agents Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GCCDC1A7B63FEN.html>

Date: June 2026

Pages: 126

Price: US\$ 4,480.00 (Single User License)

ID: GCCDC1A7B63FEN

Abstracts

The global Solid Aromatic Agents market size is expected to reach \$ 2358 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Solid aromatic agents are scented consumer products formulated in non-liquid forms including solid perfumes, solid air fresheners, gel beads, aromatic wax tablets, and incense sticks, designed to release fragrance gradually through passive evaporation or controlled activation. Unlike liquid-based products, solid aromatic agents offer advantages such as spill-proof portability, longer-lasting scent diffusion, and reduced reliance on chemical propellants or aerosol mechanisms. Common applications include home ambient freshening, automotive cabin deodorizing, closet and drawer scenting, toilet odor control, and personal solid perfumery. From a value chain perspective, upstream includes fragrance oil suppliers (natural essential oils and synthetic aroma chemicals), waxes and gelling agents (soy wax, paraffin, carrageenan), emulsifiers, and packaging materials (tin boxes, glass jars, plastic containers); midstream involves formulation development, blending and molding processes, quality control, and brand marketing; downstream demand spans household consumers, automotive users, commercial spaces (hotels, offices, retail stores), and personal care segments. In 2025, the average selling price is approximately US\$3,850 per ton, global sales volume is about 411.69k tons, and gross margins generally range from 15% to 30%, driven by raw material costs (fragrance oils and waxes), product differentiation in scent profiles and packaging design, and subscription-based refill models.

The solid aromatic agents market is experiencing a notable transformation driven by shifting consumer preferences toward sustainable, portable, and chemical-conscious products. While traditional aerosol air fresheners still dominate the broader air care market (accounting for approximately 42% of the total), solid formats are gaining

traction due to growing concerns over volatile organic compounds (VOCs) and propellant emissions associated with aerosol products. Approximately 59% of consumers now prefer solid perfumes for their long-lasting and spill-proof formulations, while 52% prioritize minimalist and recyclable packaging.

Another key trend is the rising demand for natural and clean-label ingredients. About 63% of solid perfume buyers consider natural ingredient sourcing a critical purchasing factor, driving manufacturers to develop plant-based waxes and essential oil-based formulations. This aligns with the broader clean beauty movement, where 68% of consumers are shifting toward clean beauty products. The market is also seeing increased adoption of vegan and cruelty-free solid aromatic products, with 59% of consumers preferring vegan fragrances.

The distribution landscape is evolving rapidly toward digital channels. Online retail now accounts for over 48% of global solid aromatic product distribution, reflecting a significant shift in purchasing behavior. Subscription-based delivery services are emerging as a popular model, providing convenience and ensuring consistent supply for recurring users. Approximately 39% of online perfume subscriptions have shown growth in the solid fragrance segment.

This report studies the global Solid Aromatic Agents production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Solid Aromatic Agents 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 Solid Aromatic Agents that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Solid Aromatic Agents total production and demand, 2021-2032, (Kilotons)

Global Solid Aromatic Agents total production value, 2021-2032, (USD Million)

Global Solid Aromatic Agents production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Solid Aromatic Agents consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Solid Aromatic Agents domestic production, consumption, key domestic manufacturers and share

Global Solid Aromatic Agents production by manufacturer, production, price, value and

market share 2021-2026, (USD Million) & (Kilotons)

Global Solid Aromatic Agents production by Type, production, value, CAGR,
2021-2032, (USD Million) & (Kilotons)

Global Solid Aromatic Agents production by Application, production, value, CAGR,
2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Solid Aromatic Agents market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Procter & Gamble Co. (US), Reckitt Benckiser Inc. (UK), Henkel KgaA (DE), S. C. Johnson & Son, Inc. (US), Church and Dwight Co., Inc. (US), Car-Freshner Corporation (US), Kobayashi Pharmaceutical Co., Ltd. (JP), Nice Group Co., Ltd. (CN), Flower Fairy Enterprise Co., Ltd. (TW), Horizon Aromatics (US), 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 Solid Aromatic Agents market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) by manufacturer, by Type, 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 Solid Aromatic Agents Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Solid Aromatic Agents Market, Segmentation by Type:

Floral Scent

Citrus Scent

Woody Scent

Fresh/Marine Scent

Spicy/Oriental Scent

Global Solid Aromatic Agents Market, Segmentation by Ingredient Type:

Natural / Plant-Based

Synthetic / Conventional

Organic Certified

Global Solid Aromatic Agents Market, Segmentation by Scent Longevity:

Short-term (1-2 weeks)

Medium-term (2-4 weeks)

Long-term (4-8 weeks)

Global Solid Aromatic Agents Market, Segmentation by Application:

Household / Home Care

Automotive (Car Air Freshener)

Commercial (Hotels, Offices, Retail)

Personal Care (Solid Perfumery)

Institutional (Restrooms, Public Spaces)

Companies Profiled:

Procter & Gamble Co. (US)

Reckitt Benckiser Inc. (UK)

Henkel KgaA (DE)

S. C. Johnson & Son, Inc. (US)

Church and Dwight Co., Inc. (US)

Car-Freshner Corporation (US)

Kobayashi Pharmaceutical Co., Ltd. (JP)

Nice Group Co., Ltd. (CN)

Flower Fairy Enterprise Co., Ltd. (TW)

Horizon Aromatics (US)

Febreze (P&G) (US)

Air Wick (RBI) (UK)

Yankee Candle (US)

Glade (SC Johnson) (US)

Rituals (NL)

Key Questions Answered:

1. How big is the global Solid Aromatic Agents market?
2. What is the demand of the global Solid Aromatic Agents market?
3. What is the year over year growth of the global Solid Aromatic Agents market?
4. What is the production and production value of the global Solid Aromatic Agents market?
5. Who are the key producers in the global Solid Aromatic Agents market?
6. What are the growth factors driving the market demand?

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