

Global Incense Sticks Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Incense Sticks market size was valued at US\$ 5368 million in 2024 and is forecast to a readjusted size of USD 8924 million by 2031 with a CAGR of 7.6% during review period.

Incense sticks, also called incense sticks or balsam, are thin cylinders or sticks made of bamboo or wood coated with a combustible material, usually a combination of aromatic ingredients such as resins, gums, wood powders, and essential oils. They are used for a variety of purposes, including rituals, meditation, aromatherapy, and to scent a room.

The demand for home fragrances, including incense sticks, is rising due to the growing awareness about the impact of ambience and scent on mood and well-being. Incense provides a calming and aromatic experience, making it popular for creating a pleasant home environment. People are increasingly preferring natural and organic products, including incense. Consumers are becoming more concerned about the chemicals and synthetic fragrances used in traditional incense. Hence, people are turning to natural incense made from botanical ingredients and essential oils. The incense stick market is expected to witness steady growth due to the increasing demand for home fragrances, preference for natural and organic products, health and spirituality trends, influence of e-commerce channels, product innovations, and growing demand in emerging markets.

This report is a detailed and comprehensive analysis for global Incense Sticks market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Material 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 Incense Sticks market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

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

Global Incense Sticks 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 Incense Sticks

To forecast future growth in each product and end-use market

To forecast future factors affecting the marketplace

This report profiles key players in the global Incense Sticks 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 Amreeya, Hem Incense, Shoyeido, Nippon Kodo, BIC Panchavati, Sea Witch Botanicals, Satya Incense, Zed Black, Tirupati Industries, Poojadeep, etc.

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

Market Segmentation

Incense Sticks market is split by Material and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for

consumption value by Material, 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 Material

Sandalwood

Lavender

Rose

Others

Market segment by Application

Temple

Yoga Studio

Household

Others

Major players covered

Amreeya

Hem Incense

Shoyeido

Nippon Kodo

BIC Panchavati

Sea Witch Botanicals

Satya Incense

Zed Black

Tirupati Industries

Poojadeep

Debshakti

Moksh Agarbatti

SL Agarbatti

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 Incense Sticks product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Incense Sticks 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 Material and by Application, with sales market share and growth rate by Material, 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 Incense Sticks market forecast, by regions, by Material, 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 Incense Sticks.

Chapter 14 and 15, to describe Incense Sticks sales channel, distributors, customers, research findings and conclusion.

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