

Air Freshener Dispenser Market Size, Share & Trends Analysis Report By End-use (Commercial, Residential), By Distribution Channel (Supermarkets & Hypermarkets, General Stores), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Air Freshener Dispenser Market Growth & Trends

The global air freshener dispenser market size is expected to reach USD 7.01 billion by 2030, registering to grow at a CAGR of 5.2% from 2024 to 2030 according to a new report by Grand View Research, Inc. Growing preferences for high-end lifestyles, coupled with demand for convenient devices that help in hassle free air care, has been providing lucrative opportunities for the global market.

Consumers' demand for automated utility products is driving the popularity of air freshener dispensers. Electric dispensers are commonly used across the residential and commercial sectors. Features such as effective functionality, compact designs, portability, and convenient use are resulting in increasing traction of this product. Wall mounted dispensers, which serve as a handy gadget, have the highest acceptance due to their easy installation. For instance, Qbic is a brand owned by CGS Stores LTD, a company that specializes in online stores. This store offers a wide range of electric air freshener dispensers sourced from Europe, Asia, and U.S.

Online distribution channel is expected to expand at the fastest CAGR of 5.6% over the forecast period. Companies are tying up with online retailers as well as introducing their e portals. For instance, Alibaba, Hygiene Supplies Direct U.K., Amazon, and Walmart

tied up with leading home fragrance manufactures. Brands such as Airwick by Reckitt Benckiser are widely available on retailer websites such as ASDA, TESCO, Sainsbury's, Morrisons, Waitrose, Ocado, and Amazon in U.K.

The residential end user segment accounted for a major share of more than 76.7% in 2023. Growing need to maintain healthy indoor air quality, consumers' busy lifestyle, and increasing preferences for automated products have resulted in increased popularity of air freshener dispensers. Companies are continuously focusing on offering modified features and technology that eliminates the need for any manual intervention. The commercial end user segment is expected to witness the highest growth over the forecast period owing to growing importance of maintaining hygiene in the public areas with minimal manual operations.

Europe accounted for the largest market share in 2023. Effective retail infrastructure, presence of large number of online retailers, and high purchasing power of the consumers are some of the factors contributing to the market growth in Europe. The market in Asia Pacific is expected to witness the highest growth during the forecast period. The market is expected to be driven by improvement in lifestyle, coupled with increasing purchasing power in countries such as China and India.

Air Freshener Dispenser Market Report Highlights

The residential segment dominated the market with 76.7% of revenue share in 2023. The increasing emphasis on home hygiene and aesthetics has led to a surge investment in premium products that enhance overall living experience.

Supermarkets & hypermarkets dominated the market with 41.9% share in 2023. This is due to the convenience and accessibility these retail formats offer to consumers. Consumers often purchase these products on impulse while doing their regular grocery shopping.

The online segment is projected to grow at a CAGR of 5.6% over the forecast period due to the increasing penetration of the internet and the convenience it offers to consumers. Online platforms provide a vast selection of products, detailed product information, customer reviews, and easy comparison options.

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