

U.S. Air Fresheners Market Analysis by Product Type (Aerosol/Spray, Electric Air Fresheners, Gels, Candles, Others) by Application (Residential, Commercial, Cars, Others), Competitive Analysis And Segment Forecasts, 2018 - 2025

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Abstracts

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The U.S. air freshener market is projected to reach USD 2.18 billion by 2025, according to a new report by Grand View Research, Inc. Rising disposable income coupled with consumer's preference of aesthetic fragrance associated with their residence is one of the essential factors driving the growth of this market. The rise in car sales in this region is also expected to prompt the growth in this market.

Consumers preference for aesthetic fragrant candles as gift able items are also expected to be a factor increasing the sales of air fresheners in this demographic. Wide-scale product awareness coupled with an aggressive effort by air freshener manufacturers to introduce innovative fragrance in the market is propelling the growth in this market.

The residential segment accounts for the largest market share owing to a rising trend of house owners preferring their residence to smell nice throughout the year and not just limited to special occasions and holiday gatherings. Essential oil demand in this region is exhibiting a trend of rising demand hinting the positive growth of the air freshener market.

In 2017, the total number of air freshener cans that have been sold were estimated to be more than 300 million considering more than 30 million residents in the U.S. have

used 6 cans or more than in a year. These figures have shown an excellent correlation with disposable income indexes in this region.

Further key findings from the report suggest:

The U.S. air freshener market was accounted for USD 1,623.3 million in 2016. The industry is projected to grow at a healthy CAGR of 3.2% over the forecast period

Sprays/ Aerosol accounted for the largest share in the entire market however, electric air fresheners emerged as the fastest growing segment in this market

The residential segment accounts for the largest share in this market. This segment faces the majority of the challenges for the manufacturers prompting them to modify their product yearly

The candle segment was flat lining in sales in 2014-2016 owing to non-healthy economic status in this region. Post 2018, this segment is forecasted to grow at a healthy pace owing to rising per capita income

Manufacturers are spending significant amount on research and development of air freshener products. Essential oil demand from this segment is at its peak since the last 10 years

Supermarkets & hypermarkets accounted for the major distribution channel for this industry owing to increasing distribution by mainstream retailers

Innovation in packaging and bottling coupled with technological advancement in production process is expected to drive industry growth over the forecast period

Acquisition & mergers, R&D activities, product launches, and technological collaborations are few major strategic initiatives and the source for gaining competitive advantage

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