

Air Freshener Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global air freshener market size reached US\$ 12.1 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 15.0 Billion by 2027, exhibiting a growth rate (CAGR) of 3.6% during 2022-2027.

An air freshener is utilized to impart an aroma into space or mask unpleasant odor in homes and commercial interiors, such as foyers, restrooms, hallways, and vestibules. It also finds application in automobiles, public arenas, and large interior spaces, such as medical facilities, hotel lobbies. It consists of adsorbents, oxidizers, surfactants, disinfectants, preservatives, aerosol propellants, and solvents like mineral oil. Besides this, it includes a scented air system that delivers fragrance throughout an indoor space by connecting a fragrance diffuser to the heating, ventilation, and air conditioning (HVAC) system. Presently, it is available in numerous variants, including oils, gels, sprays, liquids, solids, beads, scented candles, hanging disks, plug-ins, electric fans, cleaning systems, and mist dispensers.

Air Freshener Market Trends:

A significant rise in the construction of luxury homes on account of rapid urbanization and improving income levels represents one of the key factors impelling the market growth. Moreover, air fresheners are used in care facilities, such as homeless shelters, detention centers, elder care, and childcare. Due to the rising rate of poverty, unemployment, and lack of affordable housing, governing agencies of several countries are focusing on increasing the number of care facilities, which, in turn, is impelling the market growth. Apart from this, the growing emphasis on indoor air quality is promoting the adoption of air fresheners in indoor built environments of commercial buildings, including offices, hospitals, theaters, stores, hotels, restaurants, health clubs, and schools. Additionally, the rising use of transportation facilities is driving the demand for

air fresheners in airplanes, airports, cars, taxis, buses, and trains. Furthermore, with advances in packaging and dispersing technology, next-generation products are being developed by leading players, which is creating a positive market outlook.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global air freshener market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product type, application and distribution channel.

Breakup by Product Type:

- Sprays/Aerosols
- Electric Air Fresheners
- Gels Air Fresheners
- Candles Air Fresheners
- Others

Breakup by Application:

- Residential
- Corporate
- Cars
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Pharmacies
- Others

Breakup by Region:

- North America
- United States
- Canada
- Asia-Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being California Scents (Energizer Holdings Inc), Church & Dwight Inc., Farcent Enterprise Co. Ltd., Godrej Consumer Products Limited (The Godrej Group), Henkel AG & Co. KGaA, Kobayashi Pharmaceutical Co. Ltd., Newell Brands, Procter & Gamble, Reckitt Benckiser Group plc. and S. C. Johnson & Son Inc.

Key Questions Answered in This Report:

How has the global air freshener market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global air freshener market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global air freshener market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL AIR FRESHENER MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Sprays/Aerosols
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Electric Air Fresheners
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Gels Air Fresheners

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Candles Air Fresheners
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Others
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Residential
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Corporate
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Cars
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Convenience Stores
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Specialty Stores
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Pharmacies
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

- 9.3.2.1 Market Trends
- 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 California Scents (Energizer Holdings Inc)
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 Church & Dwight Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.2.3 Financials
 - 14.3.2.4 SWOT Analysis
 - 14.3.3 Farcent Enterprise Co. Ltd.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.4 Godrej Consumer Products Limited (The Godrej Group)
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.5 Henkel AG & Co. KGaA
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials

- 14.3.5.4 SWOT Analysis
- 14.3.6 Kobayashi Pharmaceutical Co. Ltd.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
- 14.3.7 Newell Brands
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 Procter & Gamble
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Reckitt Benckiser Group plc.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis
- 14.3.10 S. C. Johnson & Son Inc.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Air Freshener Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Air Freshener Market Forecast: Breakup by Product Type (in Million US\$), 2022-2027

Table 3: Global: Air Freshener Market Forecast: Breakup by Application (in Million US\$), 2022-2027

Table 4: Global: Air Freshener Market Forecast: Breakup by Distribution Channel (in Million US\$), 2022-2027

Table 5: Global: Air Freshener Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 6: Global: Air Freshener Market: Competitive Structure

Table 7: Global: Air Freshener Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Air Freshener Market: Major Drivers and Challenges

Figure 2: Global: Air Freshener Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: Global: Air Freshener Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 4: Global: Air Freshener Market: Breakup by Product Type (in %), 2021

Figure 5: Global: Air Freshener Market: Breakup by Application (in %), 2021

Figure 6: Global: Air Freshener Market: Breakup by Distribution Channel (in %), 2021

Figure 7: Global: Air Freshener Market: Breakup by Region (in %), 2021

Figure 8: Global: Air Freshener (Sprays/Aerosols) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 9: Global: Air Freshener (Sprays/Aerosols) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 10: Global: Air Freshener (Electric Air Fresheners) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 11: Global: Air Freshener (Electric Air Fresheners) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 12: Global: Air Freshener (Gels Air Fresheners) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 13: Global: Air Freshener (Gels Air Fresheners) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 14: Global: Air Freshener (Candles Air Fresheners) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 15: Global: Air Freshener (Candles Air Fresheners) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 16: Global: Air Freshener (Other Product Types) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 17: Global: Air Freshener (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 18: Global: Air Freshener (Residential) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 19: Global: Air Freshener (Residential) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 20: Global: Air Freshener (Corporate) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 21: Global: Air Freshener (Corporate) Market Forecast: Sales Value (in Million US\$), 2022-2027

US\$), 2022-2027

Figure 22: Global: Air Freshener (Cars) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 23: Global: Air Freshener (Cars) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 24: Global: Air Freshener (Other Applications) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 25: Global: Air Freshener (Other Applications) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 26: Global: Air Freshener (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 27: Global: Air Freshener (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 28: Global: Air Freshener (Convenience Stores) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 29: Global: Air Freshener (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 30: Global: Air Freshener (Specialty Stores) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 31: Global: Air Freshener (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 32: Global: Air Freshener (Pharmacies) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 33: Global: Air Freshener (Pharmacies) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 34: Global: Air Freshener (Other Distribution Channels) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 35: Global: Air Freshener (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 36: North America: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 37: North America: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 38: United States: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 39: United States: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 40: Canada: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 41: Canada: Air Freshener Market Forecast: Sales Value (in Million US\$),

2022-2027

Figure 42: Asia-Pacific: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 43: Asia-Pacific: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 44: China: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 45: China: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 46: Japan: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 47: Japan: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 48: India: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 49: India: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 50: South Korea: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 51: South Korea: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 52: Australia: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 53: Australia: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 54: Indonesia: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 55: Indonesia: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 56: Others: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 57: Others: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 58: Europe: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 59: Europe: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 60: Germany: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 61: Germany: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 62: France: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 63: France: Air Freshener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 64: United Kingdom: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 65: United Kingdom: Air Freshener Market Forecast: Sales Value (in Million

US\$), 2022-2027

Figure 66: Italy: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 67: Italy: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 68: Spain: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 69: Spain: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 70: Russia: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 71: Russia: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 72: Others: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 73: Others: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 74: Latin America: Air Freshener Market: Sales Value (in Million US\$), 2016 &
2021

Figure 75: Latin America: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 76: Brazil: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 77: Brazil: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 78: Mexico: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 79: Mexico: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 80: Others: Air Freshener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 81: Others: Air Freshener Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 82: Middle East and Africa: Air Freshener Market: Sales Value (in Million US\$),
2016 & 2021

Figure 83: Middle East and Africa: Air Freshener Market: Breakup by Country (in %),
2021

Figure 84: Middle East and Africa: Air Freshener Market Forecast: Sales Value (in
Million US\$), 2022-2027

Figure 85: Global: Air Freshener Industry: SWOT Analysis

Figure 86: Global: Air Freshener Industry: Value Chain Analysis

Figure 87: Global: Air Freshener Industry: Porter's Five Forces Analysis

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