

Air Freshener Market Report by Product Type (Sprays/Aerosols, Electric Air Fresheners, Gel Air Fresheners, Candle Air Fresheners, and Others), Application (Residential, Corporate, Cars, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Pharmacies, and Others), and Region 2023-2028

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Abstracts

The global air freshener market size reached US\$ 12.06 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 15.5 Billion by 2028, exhibiting a growth rate (CAGR) of 4.27% during 2022-2028. The increasing sales of luxury vehicles, rising awareness about the psychological and physical benefits of aromatherapy, and the growing expenditure on home comfort by individuals are some of the major factors propelling the market.

An air freshener is a product designed to mask or eliminate unpleasant odors in indoor spaces. It contains fragrances, essential oils, or chemical odor eliminators to achieve their purpose. It is designed for user-friendly operation, easy to use and requires minimal effort. It can provide a long-lasting scent that maintains a fresh-smelling environment over time. It is available in various forms, such as sprays, gels, plug-ins, and solid blocks. It is commonly used in homes, offices, cars, and other enclosed areas.

Increasing sales of luxury vehicles on account of rapid urbanization and inflating income levels are driving the demand for car-specific air fresheners for maintaining a pleasant driving experience around the world. Moreover, the rising awareness about the psychological and physical benefits of aromatherapy is favoring the growth of the market. In addition, the growing adoption of air fresheners that can be integrated into

smart home systems for controlled scent release is influencing the market positively. Apart from this, the increasing number of people working from home (WFH) is increasing the spending on home comforts, including air fresheners, to improve the work environment. Furthermore, the rising number of gyms and fitness centers that incorporate the use of air fresheners to maintain a fresh atmosphere is strengthening the growth of the market.

Air Freshener Market Trends/Drivers:

Increase in health and wellness concerns

The increasing focus on health and wellness represents one of the major factors catalyzing the demand for air fresheners. With the rising awareness about indoor air quality, people are increasingly becoming concerned about the effects of bad odor and airborne pollutants on their well-being. Air fresheners, particularly those made with natural ingredients, offer a quick and effective way to eliminate odors and improve indoor air quality. Many individuals and businesses use air fresheners in homes, offices, and cars to create a pleasant environment, which enhances mental and physical health.

Rise in scent marketing

Businesses across various sectors, such as retail and hospitality, are increasingly utilizing scent marketing to improve customer experience. The strategic use of aroma can influence consumer behavior, making environments more inviting, and strengthening brand recognition. Air fresheners play a crucial role in this strategy. As scent marketing gains traction, the demand for air fresheners in commercial settings is likely to rise.

Growing environmental concerns and sustainability

Individuals are seeking products that are environment friendly. As a result, there is an increase in the demand for air fresheners that are organic, biodegradable, or made from sustainably sourced materials. Companies are responding to this need by offering green alternatives to traditional air fresheners, which are not only safe for the planet but also for pets and children.

Air Freshener Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global air freshener market report, along with forecasts at the global, regional and country levels for 2023-2028. Our report has categorized the market based on product type,

application, and distribution channel.

Breakup by Product Type:

Sprays/Aerosols
Electric Air Fresheners
Gel Air Fresheners
Candle Air Fresheners
Others

Sprays/aerosols dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sprays/aerosols, electric air fresheners, gels air fresheners, candles air fresheners, and others. According to the report, sprays/aerosols represented the largest segment. Sprays or aerosols air fresheners come in a canister with a nozzle for easy spraying. They release a fine mist of fragrance into the air to mask or neutralize odors. They can quickly refresh a room or target specific problem areas.

Electric air fresheners, often referred to as plug-ins, are devices that can be plugged into an electrical outlet. These fresheners use heat to vaporize a fragrance or essential oil, gradually releasing the scent into the room. One of their main advantages is the ability to provide a consistent, long-lasting fragrance. Many electric air fresheners come with adjustable settings, allowing users to control the intensity of the scent.

Gel air fresheners consist of a solid gel substance that slowly evaporates, emitting a fragrance over time. These are often used in smaller spaces like bathrooms, closets, and cars. One of the advantages of gel fresheners is their long-lasting scent, which can endure for weeks, depending on the size of the gel and environmental factors like temperature and airflow. They are also non-electric, which makes them portable and easy to place in various locations.

Breakup by Application:

Residential
Corporate
Cars
Others

Residential holds the largest share in the market

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes residential, corporate, cars, and others. According to the report, residential accounted for the largest market share. Air fresheners are widely used in residential settings to improve the indoor atmosphere, contributing to a more pleasant living environment. They can be especially helpful in rooms that tend to accumulate odors, such as kitchens, bathrooms, and pet areas. Electric or gel air fresheners are typically favored for longer-lasting scent dispersion in living rooms or bedrooms. Candle air fresheners can serve a dual purpose, offering both scent and ambiance, especially in spaces like dining rooms or baths where setting a particular mood is desired.

In corporate environments like offices, conference rooms, and reception areas, air fresheners can play a significant role in creating a welcoming and comfortable atmosphere. Bad odors in an office setting can be distracting and can create a negative impression on clients or employees. Electric air fresheners are often used in these spaces due to their ability to provide a consistent, subtle scent over a long period. Sprays may also be used but are generally reserved for immediate use in areas like restrooms.

Breakup by Distribution Channel:

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

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialty stores, pharmacies, and others. According to the report, supermarkets and hypermarkets represented the largest segment. Supermarkets and hypermarkets represent one of the most dominant distribution channels for air fresheners. These large retail spaces offer a wide variety of brands and types, from sprays and aerosols to electric and gel-based fresheners. Shoppers benefit from the convenience of purchasing air fresheners along with their regular grocery items, all under one roof.

Convenience stores are another common distribution channel for air fresheners, especially for consumers looking for quick and easy purchases. While the range of options can be more limited compared to supermarkets, convenience stores offer the essential types such as sprays and hanging fresheners. These outlets are particularly popular for car air fresheners, as they are often located near gas stations. The convenience factor is the primary advantage here, allowing consumers to make quick buys even during late hours.

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

Europe exhibits a clear dominance, accounting for the largest air freshener market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

Increasing concerns about indoor air quality represents one of the primary factors driving the demand for air fresheners in Europe. Moreover, the establishment of commercial spaces, such as offices, is favoring the growth of the market in the region. Besides this, the growing use of air fresheners by hotels is influencing the market positively in the region.

Competitive Landscape:

The leading companies are developing smart air fresheners that can be controlled via smartphone apps or smart home systems and offer customizable schedules, fragrance intensity, and even scent rotation. They are also integrating built-in sensors to detect movement, humidity, or bad odors, and release fragrance accordingly to ensure that the product is used efficiently, thereby reducing waste and prolonging the life of the freshener. Moreover, key players are introducing air fresheners that allow users to create their own blend of scents and enable users to adjust the fragrance in real-time, directly from their smartphones. They are also capable of collecting data on usage and preferences, which can be analyzed to optimize scent release schedules or to alert facility managers when a refill is needed.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.
S. C. Johnson & Son Inc.

Recent Developments:

In 2022, Procter & Gamble sub brand 'Febreze' announced its first-ever Scent of the Year, "Ember", a luxurious air freshener variant that bursts with a sparkling citrus scent and notes of elegant woods.

In 2022, S. C. Johnson & Son Inc. launched its new air freshener product through its product line Glade to expand their product portfolio.

In 2022, Newell Brands sub brand Yankee Candle launched new wellness-inspired fragrances with launch of the well living collection.

Key Questions Answered in This Report

1. How big is the global air freshener market?
2. What is the expected growth rate of the global air freshener market during 2023-2028?
3. What are the key factors driving the global air freshener market?
4. What has been the impact of COVID-19 on the global air freshener market?
5. What is the breakup of the global air freshener market based on the product type?
6. What is the breakup of the global air freshener market based on the application?
7. What is the breakup of the global air freshener market based on the distribution channel?
8. What are the key regions in the global air freshener market?
9. Who are the key players/companies in the global air freshener market?

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