

Europe Air Freshener Market (2016 - 2022)

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Abstracts

Air fresheners provide various benefits such as it eliminates bad smell from the environment and in turn provides pleasant odour. Aromatic chemicals, ethanol, deionized water, aerosol propellants, mineral oil, and others are some of the different kinds of ingredients used in air fresheners.

Europe has witnessed the prominent growth in air fresheners owing to the standard living and increase in consumer's disposable income.

In current market, there are different varieties of air fresheners sold by the manufactures. Some people prefer light smell and some prefer strong smell. Hence, air fresheners come with different shapes, sizes, odours, and type. So that people can select according to their choice. It has been observed that some people also select the choice of fragrance for giving luxurious look to their car or indoor places. New products launches, product differentiation, and acquisition have become one of the strategic moves of market players. These products have accelerated the adoption of the product among buyers.

The Air Freshener Market has been segmented on the basis of Application, product type, Consumer Type and country. Based on Application, the market has been segmented into corporate offices, Residential, cars and others (Hospitals, railways, hotels, malls, theaters, Gov. Buildings & institutions, and public washrooms). Based on Product Type, the market is segmented into Candle Air Freshener, Sprays/Aerosols, Electric Air Freshener, Car Air Freshener, Gel Air Freshener, and Other Freshener (Liquid, solid, pot pourri, papers, vents, clips and crystal beads).

Based on Country, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The key players operating in air freshener market are Procter & Gamble Co., Reckitt

Benckiser Group plc, Henkel AG & Company, KGaA, Church & Dwight Co., Inc., Car Freshner Corporation, S.C. Johnson & Son, Inc., Kobayashi Pharmaceutical Co. Ltd., and Farcent Enterprise Co. Ltd. Market leaders have come up with new strategies. Recently, S.C. Johnson & Son Inc. acquired with Home Brands A.S. from Unilever CR.

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