

Latin America, Middle East & Africa Air Freshener Market (2016 - 2022)

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Abstracts

Air Fresheners are one of the common consumer products. It helps in maintaining pleasant odor and atmosphere in homes, offices, restrooms, and other commercial places. Air freshener could cover up the bad smell and purify the air. Aromatic chemicals, ethanol, deionized water, aerosol propellants, mineral oil, and others are some of the different kinds of ingredients used in air fresheners. The product is available in various scents and forms such as candles, sprays, deodorants, oil, plug-ins, and others.

Air freshener market's growth is supported by different factors such as cost effective, easy to use features and elimination of bad odor. Additionally, one of the other factors that have gained consumer's attention is the product differentiation. The product comes in different fragrances such as lavender, rose, and others. Consumers can choose the product as per their requirement. Additionally, electric air fresheners (plug-ins) have also gain popularity among population. Hence, wide range of products could be one of the leading factors for the growth of air freshener market.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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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