

North America Air Freshener Market (2016 - 2022)

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Abstracts

Air Freshener helps in maintaining pleasant odor and atmosphere in homes, offices, restrooms, and other commercial places. It covers up the bad smell and purifies 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.

Plug-ins and care air fresheners have witnessed prominent growth in the recent years with the innovation. According to U.S. Simmons National Consumer Survey (NHCS), "114.71 million Americans have used Febreze in 2016". Additionally, Usage of air freshener in cars is rapidly increasing. Car air fresheners comes in different forms, such as cans, plug-ins, cardboard, sprays and others, which makes it easy to use. The products also provide fresh smell even in long journey, which also contributes to its rising demand.

Growing demand for organic and natural products is also contributing in the growth of North America Air Freshener Market. Some people suffer from allergy and asthma related diseases. Products that are loaded with chemicals are harmful for them. Therefore, many consumers have started preferring organic air fresheners. There are lots of chemical free products available in the market such as organic candles, natural air fresheners, essential oils and others. 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 US, Canada, Mexico, and Rest of North America.

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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