

# Air Freshener Market - Forecasts from 2020 to 2025

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## Abstracts

The air freshener market was valued at US\$42.785 billion in 2019. Air freshener is a product that has the ability to emit fragrances for removing bad odor from a room, space, bathrooms, cars, and others. These fresheners contain fragrances, essential oils, aerosol propellants, and glycol among others that have the capability to neutralize unpleasant order. These fresheners when sprayed or evaporated further masks the unpleasant smell in the air. The wide applications of air fresheners in residential buildings, offices, hotels, restrooms, and gyms among others is one of the major factors driving the air freshener market growth during the next five years. Additionally, the burgeoning adoption of air fresheners in public transportation such as airplanes, cars, buses, taxis among others is also providing an impetus for the market to grow in the near future. The inclination of consumers towards the use of air fresheners due to the rising concerns regarding the air quality has also amplified the adoption, especially across the developed economies around the globe due to higher purchasing power and high standards of living. Furthermore, rapid urbanization in the developing economies such as India, China, and Indonesia has led to an upsurge in the construction activities across the residential sector is also anticipated to positively impact the demand for air fresheners, thereby driving the market growth throughout the forecast period. Also, the government initiatives regarding the uplifting of the commercial infrastructure have led to a booming construction of malls, offices, airports and other commercial spaces is also projected to boost the demand for air fresheners in the coming years and thus propel the opportunities for the market to grow in the near future.

Furthermore, the rising participation by the key players of the market in the form of collaborations, partnerships, agreements, facility expansions, and R&D for the development and launch of new products further shows the potential for the market to grow in the next five years. For instance, in September 2016, Ripple Fragrance announced the launch of a new product range of car fresheners and toilet fresheners under new brand names of Lia and Stop-O. In addition, the initiatives by various

companies for spreading awareness regarding social issues with an aim to attract more customers and capture a greater market share also drive the market growth. For instance, in December 2018, Ripple Fragrance partnered with Dentsu Webchutney for the launch of endangered air fresheners that were aimed to spread awareness about the extinction of endangered animals. Moreover, the rising penetration of new players in the market is also considered to be a key factor supplementing the growth during the next five years. For instance, in September 2018, Xiaomi announced the launch of a new product with fragrances extracted from plants for its application in cars. Also, in November 2019, Lynx a brand name under Unilever unveiled its debut range of car air fresheners.

The air freshener market has been segmented on the basis of type, end-use, distribution channel, and geography. On the basis of type, the market has been segmented on the basis of electric, spray, gel, and others. On the basis of end-use, the segmentation of the market has been classified into residential, commercial, and automotive. By distribution channel, the classification of the market has classified online and offline. Geographically, the air freshener market has been segmented into North America, South America, Europe, Middle East and Africa, and Asia Pacific among others.

Electric segment to show a rapid growth

By type, the spray segment is anticipated to hold a substantial share in the market throughout the forecast period. The major factor supplementing the share of this segment includes the wide usage of spray based products in houses and offices due to ease of use and the availability of a vast variety of products. The electric air freshener market is projected to witness considerable growth over the course of the next five years due to the rapid adoption of these products in showrooms, malls, and theatres among others. The gel segment is also projected to grow substantially over the course of the next five years on account of its burgeoning usage in cars.

The residential segment to hold a considerable share

By the application, the residential segment will hold a decent share throughout the forecast period primarily on account of the vast usage of air fresheners in houses. Also, the increasing standards of living coupled with an increase in the middle-class population of the developing economies of the world is further bolstering the growth of this segment throughout the forecast period. The automotive segment will witness decent growth during the next five years due to the launch of premium products

particular of cars.

### Online sales to show a healthy growth

By distribution channel, online sales are projected to show substantial growth during the course of the next five years. The prime factors that are bolstering the growth of this segment is the rising penetration of smartphones, and the availability of cheaper internet in major developing countries like India, China, and Vietnam among others. Furthermore, the burgeoning e-commerce industry is also bolstering the growth of this segment during the next five years.

### North American region to hold a decent share

Geographically, the North American region is projected to hold a considerable share in the market throughout the forecast period on account of the presence of a considerably large proportion of a health-savvy population. The Asia Pacific region is projected to witness substantial growth in the coming years on account of growing disposable income, rapid urbanization and a rise in the middle-class population in countries like India, China, and Indonesia.

### Competitive Insights

Prominent key market players in the air freshener market include P&G, Henkel, Godrej Consumer Products Limited, and Reckitt Benckiser Group plc among others. These companies hold a noteworthy share in the market on account of their good brand image and product offerings.

Major players in the air freshener market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

### Segmentation

#### By Type

Electric

Spray

Gel

Others

By End-Use

Residential

Commercial

Automotive

By Distribution Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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