

Global Scent Marketing Market Growth (Status and Outlook) 2022-2028

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Abstracts

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The global market for Scent Marketing is estimated to increase from US\$ million in 2021 to reach US\$ million by 2028, exhibiting a CAGR of % during 2022-2028. Keeping in mind the uncertainties of COVID-19 and Russia-Ukraine War, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

The APAC Scent Marketing market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The United States Scent Marketing market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The Europe Scent Marketing market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The China Scent Marketing market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

Global key Scent Marketing players cover ScentAir, The Aroma Company, Air Aroma, Maximize and Mood Media, etc. In terms of revenue, the global largest two companies occupy a share nearly % in 2021.

Report Coverage

This latest report provides a deep insight into the global Scent Marketing market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, value chain analysis, etc.

This report aims to provide a comprehensive picture of the global Scent Marketing market, with both quantitative and qualitative data, to help readers understand how the Scent Marketing market scenario changed across the globe during the pandemic and Russia-Ukraine War.

The base year considered for analyses is 2021, while the market estimates and forecasts are given from 2022 to 2028. The market estimates are provided in terms of revenue in USD millions.

Market Segmentation:

The study segments the Scent Marketing market and forecasts the market size by Type (Thematic Smells, Ambient Smells and Signature Smells), by Application (Coffee Shop, Retail Store, Restaurant and Bar), and region (APAC, Americas, Europe, and Middle East & Africa).

Segmentation by type

Thematic Smells

Ambient Smells

Signature Smells

Segmentation by application

Coffee Shop

Retail Store

Restaurant

Bar

Others

Segmentation by region

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

Major companies covered

ScentAir

The Aroma Company

Air Aroma

Maximize

Mood Media

Whole Home Scenting

Ambius

Vectair Systems

Aromatise

Ecoscent

Airgoo

Spectrio

AromaPrime

SOH Scent Marketing

Scent Plus

Premium Scenting

AromaTech

AeroWest

MarqueEx

Aroma Retail

Aire-Master

NeoScent International

Initial Ireland

Chapter Introduction

Chapter 1: Scope of Scent Marketing, Research Methodology, etc.

Chapter 2: Executive Summary, global Scent Marketing market size and CAGR, Scent Marketing market size by region, by type, by application, historical data from 2017 to 2022, and forecast to 2028.

Chapter 3: Scent Marketing revenue, global market share, and industry ranking by company, 2017-2022

Chapter 4: Global Scent Marketing revenue by region and by country. Country specific

data and market value analysis for the U.S., Canada, Europe, China, Japan, South Korea, Southeast Asia, India, Latin America and Middle East & Africa.

Chapter 5, 6, 7, 8: Americas, APAC, Europe, Middle East & Africa, revenue segment by country, by type, and application.

Chapter 9: Analysis of the current market trends, market forecast, opportunities and economic trends that are affecting the future marketplace

Chapter 10: Manufacturing cost structure analysis

Chapter 11: Sales channel, distributors, and customers

Chapter 12: Global Scent Marketing market size forecast by region, by country, by type, and application

Chapter 13: Comprehensive company profiles of the leading players, including ScentAir, The Aroma Company, Air Aroma, Maximize, Mood Media, Whole Home Scenting, Ambius, Vectair Systems and Aromatise, etc.

Chapter 14: Research Findings and Conclusion

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