

Global Air Freshener Industry 2012-2017: Trend, Profit, and Forecast Analysis, January 2013

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Abstracts

The global air freshener industry experienced good growth over the last five years and is expected to continue its growth momentum to reach approximately US \$10.2 billion in 2017 with a CAGR of 4% over next five years.

Lucintel, a leading global management consulting and market research firm, has analyzed the global air freshener industry and presents its findings in “Global Air Freshener Industry 2012- 2017: Trend, Profit, and Forecast Analysis.” The global air freshener industry witnessed solid growth due to changing demographic trends in various regions of the world. Europe represents the largest regional market for the global air freshener industry. The industry is consolidated with leading players that compete fiercely with one another to hold their place in the market. After recovering from recessionary period, the industry is now in a growing phase with rising per capita income, changing standards of living, and increasing consumers’ spending power.

Lucintel's research indicates that the global air freshener industry witnessed growth during the last five years as product innovations, increased propensity for luxury products, and rising affluence were the driving forces for the industry demand. The industry is highly influenced by increasing demand in Asia Pacific and Rest of the World regions due to improving, well-appointed lifestyles and demographic factors with rising population in developing countries.

As per the study, some of the challenges of the industry include economic recession and constrained resources, along with others. The global air freshener industry is primarily driven by the purchasing power of consumers, their disposable income, and rising population. Product developments and innovations with availability of different product categories and decorative features attract customers. The rapidly growing

industry is projected to register a faster growth encouraged by innovative products such as spray, automatic fresheners, and air freshener candles.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global air freshener industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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