

Household and Air Fresheners Fragrance Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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Abstracts

Household and Air Fresheners Fragrance Market Trends and Forecast

The future of the global household and air fresheners' fragrance market looks promising with opportunities in the hypermarket or supermarket, retail store or general store, pharmacy, and online markets. The global household and air fresheners fragrance market is expected to reach an estimated \$4.0 billion by 2028 with CAGR of 4% from 2023 to 2028. The major drivers for this market are increasing concern towards indoor air quality and changing lifestyle and spending habits of the consumer.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Household and Air Fresheners Fragrance Market by Segment

The study includes a forecast for the global household and air fresheners fragrance market by product type, distribution channel, and region, as follows:

Household and Air Fresheners Fragrance Market by Product Type [Value (\$B)
Shipment Analysis from 2017 to 2028]:

Aerosol Air Fresheners

Electric Air Fresheners

Gel Air Fresheners

Candle Air Fresheners

Others

Household and Air Fresheners Fragrance Market by Distribution Channel [Value (\$B) Shipment Analysis from 2017 to 2028]:

Hypermarkets or Supermarkets

Retail Stores or General Stores

Pharmacies

Online Markets

Others

Household and Air Fresheners Fragrance Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Household and Air Fresheners Fragrance Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies household and air fresheners fragrance companies cater increasing demand, ensure competitive effectiveness, develop innovative products &

technologies, reduce production costs, and expand their customer base. Some of the household and air fresheners fragrance companies profiled in this report include.

Reckitt Benckiser

Johnson & Son

Procter and Gamble

Jarden

Church and Dwight

Household and Air Fresheners Fragrance Market Insights

Lucintel forecast that aerosol sprays will remain the largest segment over the forecast period due to its ease of use, portability, recyclability, safety & strength, and greater aesthetic appeal of the product.

Hypermarkets or supermarkets is expected to remain the largest segment as it provides it large consumer base with a diverse collection of air freshener brands and products, thus making them a popular destination for customers who looking to buy air fresheners.

North America is expected to witness the highest growth due to growing disposable income among population and increasing awareness towards sanitation and hygiene in the region.

Features of the Household and Air Fresheners Fragrance Market

Market Size Estimates: Household and air fresheners fragrance market size estimation in terms of value (\$B)

Trend And Forecast Analysis: Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

Segmentation Analysis: Household and air fresheners fragrance market size by

various segments, such as by product type, distribution channel, and region

Regional Analysis: Household and air freshener's fragrance market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different by product type, distribution channel, and regions for the household and air fresheners fragrance market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the household and air fresheners' fragrance market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the household and air fresheners' fragrance market size?

Answer: The global household and air fresheners fragrance market is expected to reach an estimated \$4.0 billion by 2028.

Q2. What is the growth forecast for household and air fresheners fragrance market?

Answer: The global household and air fresheners fragrance market is expected to grow with a CAGR of 4% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the household and air fresheners fragrance market?

Answer: The major drivers for this market are increasing concern towards indoor air quality and changing lifestyle and spending habits of the consumer.

Q4. What are the major segments for household and air fresheners fragrance market?

Answer: The future of the household and air fresheners fragrance market looks promising with opportunities in the hypermarket or supermarket, retail store or general store, pharmacy, and online markets.

Q5. Who are the key household and air fresheners fragrance companies?

Answer: Some of the key household and air fresheners fragrance companies are as follows:

Reckitt Benckiser

Johnson & Son

Procter and Gamble

Jarden

Church and Dwight

Q6. Which household and air fresheners fragrance segment will be the largest in future?

Answer: Lucintel forecast that aerosol sprays will remain the largest segment over the forecast period due to its ease of use, portability, recyclability, safety & strength, and greater aesthetic appeal of the product.

Q7. In household and air fresheners fragrance market, which region is expected to be the largest in next 5 years?

Answer: North America is expected to witness the highest growth due to growing disposable income among population and increasing awareness towards sanitation and hygiene in the region.

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the household and air fresheners fragrance market by product type (aerosol air fresheners, electric air fresheners, gel air fresheners, candle air fresheners, and others), distribution channel

(hypermarkets or supermarkets, retail stores or general stores, pharmacies, online markets, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to household and air fresheners fragrance market or related to household and air fresheners fragrance companies, household and air fresheners fragrance market size, household and air fresheners fragrance market share, household and air fresheners fragrance analysis, household and air fresheners fragrance market growth, household and air fresheners fragrance market research, write Lucintel analyst at email: helpdesk@lucintel.com we will be glad to get back to you soon.

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7.4: Jarden

7.5: Church and Dwight

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