

# Global Home Fragrance Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

<https://marketpublishers.com/r/G4AD7C65995CEN.html>

Date: July 2023

Pages: 113

Price: US\$ 3,250.00 (Single User License)

ID: G4AD7C65995CEN

## Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Home Fragrance market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Home Fragrance market are covered in Chapter 9:

Illume Inc.

Bougie Et Senteur

ScentAir

NEST Fragrances, LLC

Seda France

Faultless Brands

**ESTEBAN PARIS**

Prestige Personal Care  
S. C. Johnson & Son, Inc  
Voluspa  
Henkel AG & Company KGaA  
Procter & Gamble  
Godrej Aer  
Reckitt Benckiser Group PLC  
Godrej aer. Bougie et Senteur  
Ripple Fragrances Pvt. Ltd.  
The Estee Lauder Companies Inc.  
Bath & Body Works LLC  
Newell Brands

In Chapter 5 and Chapter 7.3, based on types, the Home Fragrance market from 2017 to 2027 is primarily split into:

Diffusers  
Sprays  
Scented Candles  
Others

In Chapter 6 and Chapter 7.4, based on applications, the Home Fragrance market from 2017 to 2027 covers:

Supermarkets/Hypermarkets  
Online Stores  
Convenience Stores  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States  
Europe  
China  
Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Home Fragrance market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Home Fragrance Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

#### 4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

#### Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 HOME FRAGRANCE MARKET OVERVIEW

- 1.1 Product Overview and Scope of Home Fragrance Market
- 1.2 Home Fragrance Market Segment by Type
  - 1.2.1 Global Home Fragrance Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Home Fragrance Market Segment by Application
  - 1.3.1 Home Fragrance Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Home Fragrance Market, Region Wise (2017-2027)
  - 1.4.1 Global Home Fragrance Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
  - 1.4.2 United States Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.3 Europe Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.4 China Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.5 Japan Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.6 India Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.7 Southeast Asia Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.8 Latin America Home Fragrance Market Status and Prospect (2017-2027)
  - 1.4.9 Middle East and Africa Home Fragrance Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Home Fragrance (2017-2027)
  - 1.5.1 Global Home Fragrance Market Revenue Status and Outlook (2017-2027)
  - 1.5.2 Global Home Fragrance Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Home Fragrance Market

### 2 INDUSTRY OUTLOOK

- 2.1 Home Fragrance Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
  - 2.2.1 Analysis of Financial Barriers
  - 2.2.2 Analysis of Technical Barriers
  - 2.2.3 Analysis of Talent Barriers
  - 2.2.4 Analysis of Brand Barrier
- 2.3 Home Fragrance Market Drivers Analysis
- 2.4 Home Fragrance Market Challenges Analysis

- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Home Fragrance Industry Development Trends under COVID-19 Outbreak
  - 2.7.1 Global COVID-19 Status Overview
  - 2.7.2 Influence of COVID-19 Outbreak on Home Fragrance Industry Development

### **3 GLOBAL HOME FRAGRANCE MARKET LANDSCAPE BY PLAYER**

- 3.1 Global Home Fragrance Sales Volume and Share by Player (2017-2022)
- 3.2 Global Home Fragrance Revenue and Market Share by Player (2017-2022)
- 3.3 Global Home Fragrance Average Price by Player (2017-2022)
- 3.4 Global Home Fragrance Gross Margin by Player (2017-2022)
- 3.5 Home Fragrance Market Competitive Situation and Trends
  - 3.5.1 Home Fragrance Market Concentration Rate
  - 3.5.2 Home Fragrance Market Share of Top 3 and Top 6 Players
  - 3.5.3 Mergers & Acquisitions, Expansion

### **4 GLOBAL HOME FRAGRANCE SALES VOLUME AND REVENUE REGION WISE (2017-2022)**

- 4.1 Global Home Fragrance Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Home Fragrance Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Home Fragrance Market Under COVID-19
- 4.5 Europe Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Home Fragrance Market Under COVID-19
- 4.6 China Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Home Fragrance Market Under COVID-19
- 4.7 Japan Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.7.1 Japan Home Fragrance Market Under COVID-19
- 4.8 India Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.8.1 India Home Fragrance Market Under COVID-19

4.9 Southeast Asia Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Home Fragrance Market Under COVID-19

4.10 Latin America Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Home Fragrance Market Under COVID-19

4.11 Middle East and Africa Home Fragrance Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa Home Fragrance Market Under COVID-19

## **5 GLOBAL HOME FRAGRANCE SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

5.1 Global Home Fragrance Sales Volume and Market Share by Type (2017-2022)

5.2 Global Home Fragrance Revenue and Market Share by Type (2017-2022)

5.3 Global Home Fragrance Price by Type (2017-2022)

5.4 Global Home Fragrance Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Home Fragrance Sales Volume, Revenue and Growth Rate of Diffusers (2017-2022)

5.4.2 Global Home Fragrance Sales Volume, Revenue and Growth Rate of Sprays (2017-2022)

5.4.3 Global Home Fragrance Sales Volume, Revenue and Growth Rate of Scented Candles (2017-2022)

5.4.4 Global Home Fragrance Sales Volume, Revenue and Growth Rate of Others (2017-2022)

## **6 GLOBAL HOME FRAGRANCE MARKET ANALYSIS BY APPLICATION**

6.1 Global Home Fragrance Consumption and Market Share by Application (2017-2022)

6.2 Global Home Fragrance Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Home Fragrance Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Home Fragrance Consumption and Growth Rate of Supermarkets/Hypermarkets (2017-2022)

6.3.2 Global Home Fragrance Consumption and Growth Rate of Online Stores (2017-2022)

6.3.3 Global Home Fragrance Consumption and Growth Rate of Convenience Stores (2017-2022)



6.3.4 Global Home Fragrance Consumption and Growth Rate of Others (2017-2022)

## **7 GLOBAL HOME FRAGRANCE MARKET FORECAST (2022-2027)**

7.1 Global Home Fragrance Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Home Fragrance Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Home Fragrance Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Home Fragrance Price and Trend Forecast (2022-2027)

7.2 Global Home Fragrance Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Home Fragrance Sales Volume and Revenue Forecast (2022-2027)

7.3 Global Home Fragrance Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Home Fragrance Revenue and Growth Rate of Diffusers (2022-2027)

7.3.2 Global Home Fragrance Revenue and Growth Rate of Sprays (2022-2027)

7.3.3 Global Home Fragrance Revenue and Growth Rate of Scented Candles (2022-2027)

7.3.4 Global Home Fragrance Revenue and Growth Rate of Others (2022-2027)

7.4 Global Home Fragrance Consumption Forecast by Application (2022-2027)

7.4.1 Global Home Fragrance Consumption Value and Growth Rate of Supermarkets/Hypermarkets(2022-2027)

7.4.2 Global Home Fragrance Consumption Value and Growth Rate of Online Stores(2022-2027)

7.4.3 Global Home Fragrance Consumption Value and Growth Rate of Convenience Stores(2022-2027)

7.4.4 Global Home Fragrance Consumption Value and Growth Rate of Others(2022-2027)

7.5 Home Fragrance Market Forecast Under COVID-19

## **8 HOME FRAGRANCE MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Home Fragrance Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Home Fragrance Analysis

8.6 Major Downstream Buyers of Home Fragrance Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Home Fragrance Industry

## **9 PLAYERS PROFILES**

9.1 Illume Inc.

9.1.1 Illume Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Home Fragrance Product Profiles, Application and Specification

9.1.3 Illume Inc. Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Bougie Et Senteur

9.2.1 Bougie Et Senteur Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Home Fragrance Product Profiles, Application and Specification

9.2.3 Bougie Et Senteur Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 ScentAir

9.3.1 ScentAir Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Home Fragrance Product Profiles, Application and Specification

9.3.3 ScentAir Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

9.4 NEST Fragrances, LLC

9.4.1 NEST Fragrances, LLC Basic Information, Manufacturing Base, Sales Region

## and Competitors

9.4.2 Home Fragrance Product Profiles, Application and Specification

9.4.3 NEST Fragrances, LLC Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

## 9.5 Seda France

9.5.1 Seda France Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Home Fragrance Product Profiles, Application and Specification

9.5.3 Seda France Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

## 9.6 Faultless Brands

9.6.1 Faultless Brands Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Home Fragrance Product Profiles, Application and Specification

9.6.3 Faultless Brands Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

## 9.7 ESTEBAN PARIS

9.7.1 ESTEBAN PARIS Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Home Fragrance Product Profiles, Application and Specification

9.7.3 ESTEBAN PARIS Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

## 9.8 Prestige Personal Care

9.8.1 Prestige Personal Care Basic Information, Manufacturing Base, Sales Region and Competitors

9.8.2 Home Fragrance Product Profiles, Application and Specification

9.8.3 Prestige Personal Care Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

## 9.9 S. C. Johnson & Son, Inc

9.9.1 S. C. Johnson & Son, Inc Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 Home Fragrance Product Profiles, Application and Specification

9.9.3 S. C. Johnson & Son, Inc Market Performance (2017-2022)

9.9.4 Recent Development

#### 9.9.5 SWOT Analysis

### 9.10 Voluspa

9.10.1 Voluspa Basic Information, Manufacturing Base, Sales Region and Competitors

9.10.2 Home Fragrance Product Profiles, Application and Specification

9.10.3 Voluspa Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

### 9.11 Henkel AG & Company KGaA

9.11.1 Henkel AG & Company KGaA Basic Information, Manufacturing Base, Sales Region and Competitors

9.11.2 Home Fragrance Product Profiles, Application and Specification

9.11.3 Henkel AG & Company KGaA Market Performance (2017-2022)

9.11.4 Recent Development

9.11.5 SWOT Analysis

### 9.12 Procter & Gamble

9.12.1 Procter & Gamble Basic Information, Manufacturing Base, Sales Region and Competitors

9.12.2 Home Fragrance Product Profiles, Application and Specification

9.12.3 Procter & Gamble Market Performance (2017-2022)

9.12.4 Recent Development

9.12.5 SWOT Analysis

### 9.13 Godrej Aer

9.13.1 Godrej Aer Basic Information, Manufacturing Base, Sales Region and Competitors

9.13.2 Home Fragrance Product Profiles, Application and Specification

9.13.3 Godrej Aer Market Performance (2017-2022)

9.13.4 Recent Development

9.13.5 SWOT Analysis

### 9.14 Reckitt Benckiser Group PLC

9.14.1 Reckitt Benckiser Group PLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.14.2 Home Fragrance Product Profiles, Application and Specification

9.14.3 Reckitt Benckiser Group PLC Market Performance (2017-2022)

9.14.4 Recent Development

9.14.5 SWOT Analysis

### 9.15 Godrej aer. Bougie et Senteur

9.15.1 Godrej aer. Bougie et Senteur Basic Information, Manufacturing Base, Sales Region and Competitors

9.15.2 Home Fragrance Product Profiles, Application and Specification

9.15.3 Godrej aer. Bougie et Senteur Market Performance (2017-2022)

9.15.4 Recent Development

9.15.5 SWOT Analysis

9.16 Ripple Fragrances Pvt. Ltd.

9.16.1 Ripple Fragrances Pvt. Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors

9.16.2 Home Fragrance Product Profiles, Application and Specification

9.16.3 Ripple Fragrances Pvt. Ltd. Market Performance (2017-2022)

9.16.4 Recent Development

9.16.5 SWOT Analysis

9.17 The Estee Lauder Companies Inc.

9.17.1 The Estee Lauder Companies Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.17.2 Home Fragrance Product Profiles, Application and Specification

9.17.3 The Estee Lauder Companies Inc. Market Performance (2017-2022)

9.17.4 Recent Development

9.17.5 SWOT Analysis

9.18 Bath & Body Works LLC

9.18.1 Bath & Body Works LLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.18.2 Home Fragrance Product Profiles, Application and Specification

9.18.3 Bath & Body Works LLC Market Performance (2017-2022)

9.18.4 Recent Development

9.18.5 SWOT Analysis

9.19 Newell Brands

9.19.1 Newell Brands Basic Information, Manufacturing Base, Sales Region and Competitors

9.19.2 Home Fragrance Product Profiles, Application and Specification

9.19.3 Newell Brands Market Performance (2017-2022)

9.19.4 Recent Development

9.19.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Home Fragrance Product Picture

Table Global Home Fragrance Market Sales Volume and CAGR (%) Comparison by Type

Table Home Fragrance Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Home Fragrance Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Middle East and Africa Home Fragrance Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Home Fragrance Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Home Fragrance Industry Development

Table Global Home Fragrance Sales Volume by Player (2017-2022)

Table Global Home Fragrance Sales Volume Share by Player (2017-2022)

Figure Global Home Fragrance Sales Volume Share by Player in 2021

Table Home Fragrance Revenue (Million USD) by Player (2017-2022)

Table Home Fragrance Revenue Market Share by Player (2017-2022)

Table Home Fragrance Price by Player (2017-2022)

Table Home Fragrance Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Home Fragrance Sales Volume, Region Wise (2017-2022)  
Table Global Home Fragrance Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Home Fragrance Sales Volume Market Share, Region Wise (2017-2022)  
Figure Global Home Fragrance Sales Volume Market Share, Region Wise in 2021  
Table Global Home Fragrance Revenue (Million USD), Region Wise (2017-2022)  
Table Global Home Fragrance Revenue Market Share, Region Wise (2017-2022)  
Figure Global Home Fragrance Revenue Market Share, Region Wise (2017-2022)  
Figure Global Home Fragrance Revenue Market Share, Region Wise in 2021  
Table Global Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table United States Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Europe Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table China Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Japan Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table India Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Southeast Asia Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Latin America Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Middle East and Africa Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Table Global Home Fragrance Sales Volume by Type (2017-2022)  
Table Global Home Fragrance Sales Volume Market Share by Type (2017-2022)  
Figure Global Home Fragrance Sales Volume Market Share by Type in 2021  
Table Global Home Fragrance Revenue (Million USD) by Type (2017-2022)  
Table Global Home Fragrance Revenue Market Share by Type (2017-2022)  
Figure Global Home Fragrance Revenue Market Share by Type in 2021  
Table Home Fragrance Price by Type (2017-2022)  
Figure Global Home Fragrance Sales Volume and Growth Rate of Diffusers (2017-2022)  
Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Diffusers (2017-2022)  
Figure Global Home Fragrance Sales Volume and Growth Rate of Sprays (2017-2022)  
Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Sprays

(2017-2022)

Figure Global Home Fragrance Sales Volume and Growth Rate of Scented Candles (2017-2022)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Scented Candles (2017-2022)

Figure Global Home Fragrance Sales Volume and Growth Rate of Others (2017-2022)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Others (2017-2022)

Table Global Home Fragrance Consumption by Application (2017-2022)

Table Global Home Fragrance Consumption Market Share by Application (2017-2022)

Table Global Home Fragrance Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Home Fragrance Consumption Revenue Market Share by Application (2017-2022)

Table Global Home Fragrance Consumption and Growth Rate of Supermarkets/Hypermarkets (2017-2022)

Table Global Home Fragrance Consumption and Growth Rate of Online Stores (2017-2022)

Table Global Home Fragrance Consumption and Growth Rate of Convenience Stores (2017-2022)

Table Global Home Fragrance Consumption and Growth Rate of Others (2017-2022)

Figure Global Home Fragrance Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Home Fragrance Price and Trend Forecast (2022-2027)

Figure USA Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)



Figure Japan Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Home Fragrance Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Home Fragrance Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Home Fragrance Market Sales Volume Forecast, by Type

Table Global Home Fragrance Sales Volume Market Share Forecast, by Type

Table Global Home Fragrance Market Revenue (Million USD) Forecast, by Type

Table Global Home Fragrance Revenue Market Share Forecast, by Type

Table Global Home Fragrance Price Forecast, by Type

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Diffusers (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Diffusers (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Sprays (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Sprays (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Scented Candles (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Scented Candles (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Others (2022-2027)

Figure Global Home Fragrance Revenue (Million USD) and Growth Rate of Others (2022-2027)

Table Global Home Fragrance Market Consumption Forecast, by Application  
Table Global Home Fragrance Consumption Market Share Forecast, by Application  
Table Global Home Fragrance Market Revenue (Million USD) Forecast, by Application  
Table Global Home Fragrance Revenue Market Share Forecast, by Application  
Figure Global Home Fragrance Consumption Value (Million USD) and Growth Rate of Supermarkets/Hypermarkets (2022-2027)  
Figure Global Home Fragrance Consumption Value (Million USD) and Growth Rate of Online Stores (2022-2027)  
Figure Global Home Fragrance Consumption Value (Million USD) and Growth Rate of Convenience Stores (2022-2027)  
Figure Global Home Fragrance Consumption Value (Million USD) and Growth Rate of Others (2022-2027)  
Figure Home Fragrance Industrial Chain Analysis  
Table Key Raw Materials Suppliers and Price Analysis  
Figure Manufacturing Cost Structure Analysis  
Table Alternative Product Analysis  
Table Downstream Distributors  
Table Downstream Buyers  
Table Illume Inc. Profile  
Table Illume Inc. Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Figure Illume Inc. Home Fragrance Sales Volume and Growth Rate  
Figure Illume Inc. Revenue (Million USD) Market Share 2017-2022  
Table Bougie Et Senteur Profile  
Table Bougie Et Senteur Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Figure Bougie Et Senteur Home Fragrance Sales Volume and Growth Rate  
Figure Bougie Et Senteur Revenue (Million USD) Market Share 2017-2022  
Table ScentAir Profile  
Table ScentAir Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Figure ScentAir Home Fragrance Sales Volume and Growth Rate  
Figure ScentAir Revenue (Million USD) Market Share 2017-2022  
Table NEST Fragrances, LLC Profile  
Table NEST Fragrances, LLC Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)  
Figure NEST Fragrances, LLC Home Fragrance Sales Volume and Growth Rate  
Figure NEST Fragrances, LLC Revenue (Million USD) Market Share 2017-2022  
Table Seda France Profile

Table Seda France Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Seda France Home Fragrance Sales Volume and Growth Rate

Figure Seda France Revenue (Million USD) Market Share 2017-2022

Table Faultless Brands Profile

Table Faultless Brands Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Faultless Brands Home Fragrance Sales Volume and Growth Rate

Figure Faultless Brands Revenue (Million USD) Market Share 2017-2022

Table ESTEBAN PARIS Profile

Table ESTEBAN PARIS Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure ESTEBAN PARIS Home Fragrance Sales Volume and Growth Rate

Figure ESTEBAN PARIS Revenue (Million USD) Market Share 2017-2022

Table Prestige Personal Care Profile

Table Prestige Personal Care Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Prestige Personal Care Home Fragrance Sales Volume and Growth Rate

Figure Prestige Personal Care Revenue (Million USD) Market Share 2017-2022

Table S. C. Johnson & Son, Inc Profile

Table S. C. Johnson & Son, Inc Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure S. C. Johnson & Son, Inc Home Fragrance Sales Volume and Growth Rate

Figure S. C. Johnson & Son, Inc Revenue (Million USD) Market Share 2017-2022

Table Voluspa Profile

Table Voluspa Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Voluspa Home Fragrance Sales Volume and Growth Rate

Figure Voluspa Revenue (Million USD) Market Share 2017-2022

Table Henkel AG & Company KGaA Profile

Table Henkel AG & Company KGaA Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Henkel AG & Company KGaA Home Fragrance Sales Volume and Growth Rate

Figure Henkel AG & Company KGaA Revenue (Million USD) Market Share 2017-2022

Table Procter & Gamble Profile

Table Procter & Gamble Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Procter & Gamble Home Fragrance Sales Volume and Growth Rate

Figure Procter & Gamble Revenue (Million USD) Market Share 2017-2022

Table Godrej Aer Profile

Table Godrej Aer Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Godrej Aer Home Fragrance Sales Volume and Growth Rate

Figure Godrej Aer Revenue (Million USD) Market Share 2017-2022

Table Reckitt Benckiser Group PLC Profile

Table Reckitt Benckiser Group PLC Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Reckitt Benckiser Group PLC Home Fragrance Sales Volume and Growth Rate

Figure Reckitt Benckiser Group PLC Revenue (Million USD) Market Share 2017-2022

Table Godrej aer. Bougie et Senteur Profile

Table Godrej aer. Bougie et Senteur Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Godrej aer. Bougie et Senteur Home Fragrance Sales Volume and Growth Rate

Figure Godrej aer. Bougie et Senteur Revenue (Million USD) Market Share 2017-2022

Table Ripple Fragrances Pvt. Ltd. Profile

Table Ripple Fragrances Pvt. Ltd. Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ripple Fragrances Pvt. Ltd. Home Fragrance Sales Volume and Growth Rate

Figure Ripple Fragrances Pvt. Ltd. Revenue (Million USD) Market Share 2017-2022

Table The Estee Lauder Companies Inc. Profile

Table The Estee Lauder Companies Inc. Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure The Estee Lauder Companies Inc. Home Fragrance Sales Volume and Growth Rate

Figure The Estee Lauder Companies Inc. Revenue (Million USD) Market Share 2017-2022

Table Bath & Body Works LLC Profile

Table Bath & Body Works LLC Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Bath & Body Works LLC Home Fragrance Sales Volume and Growth Rate

Figure Bath & Body Works LLC Revenue (Million USD) Market Share 2017-2022

Table Newell Brands Profile

Table Newell Brands Home Fragrance Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Newell Brands Home Fragrance Sales Volume and Growth Rate

Figure Newell Brands Revenue (Million USD) Market Share 2017-2022

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