

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

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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 Fragrances 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 Fragrances market are covered in Chapter 9:

ScentAir

Godrej Aer

The Procter & Gamble Company

Reckitt Benckiser Group PLC

Newell Brands Inc.

NEST Fragrances

Henkel AG & Company KGaA

Faultless Brands

S.C Johnson & Sons Inc.

Air Essentials

Illume Inc.

Seda France

The Estee Lauder Companies Inc.

Bougie Et Senteur

Bath & Body Works LLC

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

Sprays

Diffusers

Scented Candles

Other Types

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

Supermarkets and Hypermarkets

Online Stores

Convenience Stores

Other Distribution Channels

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 Fragrances 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 Fragrances 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 FRAGRANCES MARKET OVERVIEW

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

2 INDUSTRY OUTLOOK

- 2.1 Home Fragrances 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 Fragrances Market Drivers Analysis
- 2.4 Home Fragrances Market Challenges Analysis

- 2.5 Emerging Market Trends
- 2.6 Consumer Preference Analysis
- 2.7 Home Fragrances 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 Fragrances Industry Development

3 GLOBAL HOME FRAGRANCES MARKET LANDSCAPE BY PLAYER

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

4 GLOBAL HOME FRAGRANCES SALES VOLUME AND REVENUE REGION WISE (2017-2022)

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

- 4.8.1 India Home Fragrances Market Under COVID-19
- 4.9 Southeast Asia Home Fragrances Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.9.1 Southeast Asia Home Fragrances Market Under COVID-19
- 4.10 Latin America Home Fragrances Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.10.1 Latin America Home Fragrances Market Under COVID-19
- 4.11 Middle East and Africa Home Fragrances Sales Volume, Revenue, Price and Gross Margin (2017-2022)
 - 4.11.1 Middle East and Africa Home Fragrances Market Under COVID-19

5 GLOBAL HOME FRAGRANCES SALES VOLUME, REVENUE, PRICE TREND BY TYPE

- 5.1 Global Home Fragrances Sales Volume and Market Share by Type (2017-2022)
- 5.2 Global Home Fragrances Revenue and Market Share by Type (2017-2022)
- 5.3 Global Home Fragrances Price by Type (2017-2022)
- 5.4 Global Home Fragrances Sales Volume, Revenue and Growth Rate by Type (2017-2022)
 - 5.4.1 Global Home Fragrances Sales Volume, Revenue and Growth Rate of Sprays (2017-2022)
 - 5.4.2 Global Home Fragrances Sales Volume, Revenue and Growth Rate of Diffusers (2017-2022)
 - 5.4.3 Global Home Fragrances Sales Volume, Revenue and Growth Rate of Scented Candles (2017-2022)
 - 5.4.4 Global Home Fragrances Sales Volume, Revenue and Growth Rate of Other Types (2017-2022)

6 GLOBAL HOME FRAGRANCES MARKET ANALYSIS BY APPLICATION

- 6.1 Global Home Fragrances Consumption and Market Share by Application (2017-2022)
- 6.2 Global Home Fragrances Consumption Revenue and Market Share by Application (2017-2022)
- 6.3 Global Home Fragrances Consumption and Growth Rate by Application (2017-2022)
 - 6.3.1 Global Home Fragrances Consumption and Growth Rate of Supermarkets and Hypermarkets (2017-2022)
 - 6.3.2 Global Home Fragrances Consumption and Growth Rate of Online Stores

(2017-2022)

6.3.3 Global Home Fragrances Consumption and Growth Rate of Convenience Stores

(2017-2022)

6.3.4 Global Home Fragrances Consumption and Growth Rate of Other Distribution Channels (2017-2022)

7 GLOBAL HOME FRAGRANCES MARKET FORECAST (2022-2027)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

7.3.1 Global Home Fragrances Revenue and Growth Rate of Sprays (2022-2027)

7.3.2 Global Home Fragrances Revenue and Growth Rate of Diffusers (2022-2027)

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

7.3.4 Global Home Fragrances Revenue and Growth Rate of Other Types (2022-2027)

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

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

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

7.4.3 Global Home Fragrances Consumption Value and Growth Rate of Convenience

Stores(2022-2027)

7.4.4 Global Home Fragrances Consumption Value and Growth Rate of Other Distribution Channels(2022-2027)

7.5 Home Fragrances Market Forecast Under COVID-19

8 HOME FRAGRANCES MARKET UPSTREAM AND DOWNSTREAM ANALYSIS

8.1 Home Fragrances 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 Fragrances Analysis

8.6 Major Downstream Buyers of Home Fragrances Analysis

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

9 PLAYERS PROFILES

9.1 ScentAir

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

9.1.2 Home Fragrances Product Profiles, Application and Specification

9.1.3 ScentAir Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Godrej Aer

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

9.2.2 Home Fragrances Product Profiles, Application and Specification

9.2.3 Godrej Aer Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 The Procter & Gamble Company

9.3.1 The Procter & Gamble Company Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Home Fragrances Product Profiles, Application and Specification

9.3.3 The Procter & Gamble Company Market Performance (2017-2022)

- 9.3.4 Recent Development
- 9.3.5 SWOT Analysis
- 9.4 Reckitt Benckiser Group PLC
 - 9.4.1 Reckitt Benckiser Group PLC Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.4.2 Home Fragrances Product Profiles, Application and Specification
 - 9.4.3 Reckitt Benckiser Group PLC Market Performance (2017-2022)
 - 9.4.4 Recent Development
 - 9.4.5 SWOT Analysis
- 9.5 Newell Brands Inc.
 - 9.5.1 Newell Brands Inc. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.5.2 Home Fragrances Product Profiles, Application and Specification
 - 9.5.3 Newell Brands Inc. Market Performance (2017-2022)
 - 9.5.4 Recent Development
 - 9.5.5 SWOT Analysis
- 9.6 NEST Fragrances
 - 9.6.1 NEST Fragrances Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.6.2 Home Fragrances Product Profiles, Application and Specification
 - 9.6.3 NEST Fragrances Market Performance (2017-2022)
 - 9.6.4 Recent Development
 - 9.6.5 SWOT Analysis
- 9.7 Henkel AG & Company KGaA
 - 9.7.1 Henkel AG & Company KGaA Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.7.2 Home Fragrances Product Profiles, Application and Specification
 - 9.7.3 Henkel AG & Company KGaA Market Performance (2017-2022)
 - 9.7.4 Recent Development
 - 9.7.5 SWOT Analysis
- 9.8 Faultless Brands
 - 9.8.1 Faultless Brands Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.8.2 Home Fragrances Product Profiles, Application and Specification
 - 9.8.3 Faultless Brands Market Performance (2017-2022)
 - 9.8.4 Recent Development
 - 9.8.5 SWOT Analysis
- 9.9 S.C Johnson & Sons Inc.
 - 9.9.1 S.C Johnson & Sons Inc. Basic Information, Manufacturing Base, Sales Region

and Competitors

9.9.2 Home Fragrances Product Profiles, Application and Specification

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

9.9.4 Recent Development

9.9.5 SWOT Analysis

9.10 Air Essentials

9.10.1 Air Essentials Basic Information, Manufacturing Base, Sales Region and Competitors

9.10.2 Home Fragrances Product Profiles, Application and Specification

9.10.3 Air Essentials Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

9.11 Illume Inc.

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

9.11.2 Home Fragrances Product Profiles, Application and Specification

9.11.3 Illume Inc. Market Performance (2017-2022)

9.11.4 Recent Development

9.11.5 SWOT Analysis

9.12 Seda France

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

9.12.2 Home Fragrances Product Profiles, Application and Specification

9.12.3 Seda France Market Performance (2017-2022)

9.12.4 Recent Development

9.12.5 SWOT Analysis

9.13 The Estee Lauder Companies Inc.

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

9.13.2 Home Fragrances Product Profiles, Application and Specification

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

9.13.4 Recent Development

9.13.5 SWOT Analysis

9.14 Bougie Et Senteur

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

9.14.2 Home Fragrances Product Profiles, Application and Specification

9.14.3 Bougie Et Senteur Market Performance (2017-2022)

9.14.4 Recent Development

9.14.5 SWOT Analysis

9.15 Bath & Body Works LLC

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

9.15.2 Home Fragrances Product Profiles, Application and Specification

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

9.15.4 Recent Development

9.15.5 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 Fragrances Product Picture

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

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

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

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

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

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

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

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

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

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

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

Figure Global Home Fragrances 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 Fragrances Industry Development

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

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

Figure Global Home Fragrances Sales Volume Share by Player in 2021

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

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

Table Home Fragrances Price by Player (2017-2022)

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

Table Mergers & Acquisitions, Expansion Plans

Table Global Home Fragrances Sales Volume, Region Wise (2017-2022)

Table Global Home Fragrances Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Home Fragrances Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Home Fragrances Sales Volume Market Share, Region Wise in 2021

Table Global Home Fragrances Revenue (Million USD), Region Wise (2017-2022)

Table Global Home Fragrances Revenue Market Share, Region Wise (2017-2022)

Figure Global Home Fragrances Revenue Market Share, Region Wise (2017-2022)

Figure Global Home Fragrances Revenue Market Share, Region Wise in 2021

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

Table United States Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

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

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

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

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

Table Southeast Asia Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Home Fragrances Sales Volume by Type (2017-2022)

Table Global Home Fragrances Sales Volume Market Share by Type (2017-2022)

Figure Global Home Fragrances Sales Volume Market Share by Type in 2021

Table Global Home Fragrances Revenue (Million USD) by Type (2017-2022)

Table Global Home Fragrances Revenue Market Share by Type (2017-2022)

Figure Global Home Fragrances Revenue Market Share by Type in 2021

Table Home Fragrances Price by Type (2017-2022)

Figure Global Home Fragrances Sales Volume and Growth Rate of Sprays (2017-2022)

Figure Global Home Fragrances Revenue (Million USD) and Growth Rate of Sprays (2017-2022)

Figure Global Home Fragrances Sales Volume and Growth Rate of Diffusers (2017-2022)

Figure Global Home Fragrances Revenue (Million USD) and Growth Rate of Diffusers (2017-2022)

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

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

Figure Global Home Fragrances Sales Volume and Growth Rate of Other Types (2017-2022)

Figure Global Home Fragrances Revenue (Million USD) and Growth Rate of Other Types (2017-2022)

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

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

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

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

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

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

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

Table Global Home Fragrances Consumption and Growth Rate of Other Distribution Channels (2017-2022)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table Global Home Fragrances Market Sales Volume Forecast, by Type

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

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

Table Global Home Fragrances Revenue Market Share Forecast, by Type

Table Global Home Fragrances Price Forecast, by Type

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

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

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

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

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

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

Figure Global Home Fragrances Revenue (Million USD) and Growth Rate of Other

Types (2022-2027)

Figure Global Home Fragrances Revenue (Million USD) and Growth Rate of Other Types (2022-2027)

Table Global Home Fragrances Market Consumption Forecast, by Application

Table Global Home Fragrances Consumption Market Share Forecast, by Application

Table Global Home Fragrances Market Revenue (Million USD) Forecast, by Application

Table Global Home Fragrances Revenue Market Share Forecast, by Application

Figure Global Home Fragrances Consumption Value (Million USD) and Growth Rate of Supermarkets and Hypermarkets (2022-2027)

Figure Global Home Fragrances Consumption Value (Million USD) and Growth Rate of Online Stores (2022-2027)

Figure Global Home Fragrances Consumption Value (Million USD) and Growth Rate of Convenience Stores (2022-2027)

Figure Global Home Fragrances Consumption Value (Million USD) and Growth Rate of Other Distribution Channels (2022-2027)

Figure Home Fragrances 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 ScentAir Profile

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

Figure ScentAir Home Fragrances Sales Volume and Growth Rate

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

Table Godrej Aer Profile

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

Figure Godrej Aer Home Fragrances Sales Volume and Growth Rate

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

Table The Procter & Gamble Company Profile

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

Figure The Procter & Gamble Company Home Fragrances Sales Volume and Growth Rate

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

Table Reckitt Benckiser Group PLC Profile

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

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

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

Table Newell Brands Inc. Profile

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

Figure Newell Brands Inc. Home Fragrances Sales Volume and Growth Rate

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

Table NEST Fragrances Profile

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

Figure NEST Fragrances Home Fragrances Sales Volume and Growth Rate

Figure NEST Fragrances Revenue (Million USD) Market Share 2017-2022

Table Henkel AG & Company KGaA Profile

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

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

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

Table Faultless Brands Profile

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

Figure Faultless Brands Home Fragrances Sales Volume and Growth Rate

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

Table S.C Johnson & Sons Inc. Profile

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

Figure S.C Johnson & Sons Inc. Home Fragrances Sales Volume and Growth Rate

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

Table Air Essentials Profile

Table Air Essentials Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Air Essentials Home Fragrances Sales Volume and Growth Rate

Figure Air Essentials Revenue (Million USD) Market Share 2017-2022

Table Illume Inc. Profile

Table Illume Inc. Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Illume Inc. Home Fragrances Sales Volume and Growth Rate

Figure Illume Inc. Revenue (Million USD) Market Share 2017-2022

Table Seda France Profile

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

Figure Seda France Home Fragrances Sales Volume and Growth Rate

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

Table The Estee Lauder Companies Inc. Profile

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

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

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

Table Bougie Et Senteur Profile

Table Bougie Et Senteur Home Fragrances Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Bougie Et Senteur Home Fragrances Sales Volume and Growth Rate

Figure Bougie Et Senteur Revenue (Million USD) Market Share 2017-2022

Table Bath & Body Works LLC Profile

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

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

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

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