

# China Air Freshener Fragrances Market Research Report 2017

<https://marketpublishers.com/r/C87D5A93734EN.html>

Date: January 2017

Pages: 106

Price: US\$ 3,200.00 (Single User License)

ID: C87D5A93734EN

## Abstracts

### Notes:

Sales, means the sales volume of Air Freshener Fragrances

Revenue, means the sales value of Air Freshener Fragrances

This report studies Air Freshener Fragrances in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

P&G

Henkel

C.Johnson & Son

Reckitt Benckiser

California Scents

Handstands

Farcent Enterprise

Godrej

## CAR-FRESHNER

Air Delights

Earth Chemical

S.T. Chemical

Ada-Electrotech

BlueMagic

Candle-Lite

Market Segment by Regions (provinces), covering

South China

East China

Southwest China

Northeast China

North China

Central China

Northwest China

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

Sprays & Mists

Candles & Wax Melts

Oils & Gels

Others

Split by Application, this report focuses on consumption, market share and growth rate of Air Freshener Fragrances in each application, can be divided into

Household

Automotive

Hospital

Others

## Contents

### China Air Freshener Fragrances Market Research Report 2017

## **1 AIR FRESHENER FRAGRANCES MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Air Freshener Fragrances
- 1.2 Air Freshener Fragrances Segment by Type
  - 1.2.1 China Production Market Share of Air Freshener Fragrances Type in 2015
  - 1.2.2 Sprays & Mists
  - 1.2.3 Candles & Wax Melts
  - 1.2.4 Oils & Gels
  - 1.2.5 Others
- 1.3 Applications of Air Freshener Fragrances
  - 1.3.1 Air Freshener Fragrances Consumption Market Share by Application in 2015
  - 1.3.2 Household
  - 1.3.3 Automotive
  - 1.3.4 Hospital
  - 1.3.5 Others
- 1.4 China Market Size (Value) of Air Freshener Fragrances (2011-2021)
- 1.5 China Air Freshener Fragrances Status and Outlook
- 1.6 Government Policies

## **2 CHINA AIR FRESHENER FRAGRANCES MARKET COMPETITION BY MANUFACTURERS**

- 2.1 China Air Freshener Fragrances Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Air Freshener Fragrances Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Air Freshener Fragrances Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Air Freshener Fragrances Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Air Freshener Fragrances Market Competitive Situation and Trends
  - 2.5.1 Air Freshener Fragrances Market Concentration Rate
  - 2.5.2 Air Freshener Fragrances Market Share of Top 3 and Top 5 Manufacturers

## **3 CHINA AIR FRESHENER FRAGRANCES MANUFACTURERS PROFILES/ANALYSIS**

### 3.1 P&G

3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.1.2 Air Freshener Fragrances Product Type, Application and Specification

3.1.2.1 Sprays & Mists

3.1.2.2 Candles & Wax Melts

3.1.3 P&G Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.1.4 Main Business/Business Overview

### 3.2 Henkel

3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.2.2 Air Freshener Fragrances Product Type, Application and Specification

3.2.2.1 Sprays & Mists

3.2.2.2 Candles & Wax Melts

3.2.3 Henkel 106 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.2.4 Main Business/Business Overview

### 3.3 C.Johnson & Son

3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.3.2 Air Freshener Fragrances Product Type, Application and Specification

3.3.2.1 Sprays & Mists

3.3.2.2 Candles & Wax Melts

3.3.3 C.Johnson & Son 120 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.3.4 Main Business/Business Overview

### 3.4 Reckitt Benckiser

3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.4.2 Air Freshener Fragrances Product Type, Application and Specification

3.4.2.1 Sprays & Mists

3.4.2.2 Candles & Wax Melts

3.4.3 Reckitt Benckiser Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.4.4 Main Business/Business Overview

### 3.5 California Scents

3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.5.2 Air Freshener Fragrances Product Type, Application and Specification

#### 3.5.2.1 Sprays & Mists

#### 3.5.2.2 Candles & Wax Melts

### 3.5.3 California Scents Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.5.4 Main Business/Business Overview

## 3.6 Handstands

### 3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.6.2 Air Freshener Fragrances Product Type, Application and Specification

#### 3.6.2.1 Sprays & Mists

#### 3.6.2.2 Candles & Wax Melts

### 3.6.3 Handstands Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.6.4 Main Business/Business Overview

## 3.7 Farcent Enterprise

### 3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.7.2 Air Freshener Fragrances Product Type, Application and Specification

#### 3.7.2.1 Sprays & Mists

#### 3.7.2.2 Candles & Wax Melts

### 3.7.3 Farcent Enterprise Consumer Goods Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.7.4 Main Business/Business Overview

## 3.8 Godrej

### 3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.8.2 Air Freshener Fragrances Product Type, Application and Specification

#### 3.8.2.1 Sprays & Mists

#### 3.8.2.2 Candles & Wax Melts

### 3.8.3 Godrej Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

#### 3.8.4 Main Business/Business Overview

## 3.9 CAR-FRESHNER

### 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its

## Competitors

### 3.9.2 Air Freshener Fragrances Product Type, Application and Specification

#### 3.9.2.1 Sprays & Mists

#### 3.9.2.2 Candles & Wax Melts

3.9.3 CAR-FRESHNER Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.9.4 Main Business/Business Overview

3.10 Air Delights

3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.10.2 Air Freshener Fragrances Product Type, Application and Specification

3.10.2.1 Sprays & Mists

3.10.2.2 Candles & Wax Melts

3.10.3 Air Delights Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.10.4 Main Business/Business Overview

3.11 Earth Chemical

3.12 S.T. Chemical

3.13 Ada-Electrotech

3.14 BlueMagic

3.15 Candle-Lite

## **4 CHINA AIR FRESHENER FRAGRANCES CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)**

4.1 China Air Freshener Fragrances Capacity, Production and Growth (2011-2016)

4.2 China Air Freshener Fragrances Revenue and Growth (2011-2016)

4.3 China Air Freshener Fragrances Production, Consumption, Export and Import (2011-2016)

## **5 CHINA AIR FRESHENER FRAGRANCES PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

5.1 China Air Freshener Fragrances Production and Market Share by Type (2011-2016)

5.2 China Air Freshener Fragrances Revenue and Market Share by Type (2011-2016)

5.3 China Air Freshener Fragrances Price by Type (2011-2016)

5.4 China Air Freshener Fragrances Production Growth by Type (2011-2016)

## **6 CHINA AIR FRESHENER FRAGRANCES MARKET ANALYSIS BY APPLICATION**

6.1 China Air Freshener Fragrances Consumption and Market Share by Application (2011-2016)

6.2 China Air Freshener Fragrances Consumption Growth Rate by Application

(2011-2016)

### 6.3 Market Drivers and Opportunities

6.3.1 Potential Application

6.3.2 Emerging Markets/Countries

## **7 CHINA AIR FRESHENER FRAGRANCES MARKET ANALYSIS BY REGIONS (PROVINCES)**

### 7.1 China Air Freshener Fragrances Production, Production Value and Price by Regions (Provinces)(2011-2016)

7.1.1 China Air Freshener Fragrances Production and Market Share by Regions (Provinces)(2011-2016)

7.1.2 China Air Freshener Fragrances Production Value and Market Share by Regions (Provinces)(2011-2016)

7.1.3 China Air Freshener Fragrances Sales Price by Regions (Provinces)(2011-2016)

### 7.2 China Air Freshener Fragrances Consumption by Regions (Provinces)(2011-2016)

7.3 China Air Freshener Fragrances Production, Consumption, Export and Import (2011-2016)

## **8 AIR FRESHENER FRAGRANCES MANUFACTURING COST ANALYSIS**

### 8.1 Air Freshener Fragrances Key Raw Materials Analysis

8.1.1 Key Raw Materials

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

### 8.2 Proportion of Manufacturing Cost Structure

8.2.1 Raw Materials

8.2.2 Labor Cost

8.2.3 Manufacturing Expenses

### 8.3 Manufacturing Process Analysis of Air Freshener Fragrances

## **9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

### 9.1 Air Freshener Fragrances Industrial Chain Analysis

### 9.2 Upstream Raw Materials Sourcing

### 9.3 Raw Materials Sources of Air Freshener Fragrances Major Manufacturers in 2015

### 9.4 Downstream Buyers



## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## **12 CHINA AIR FRESHENER FRAGRANCES MARKET FORECAST (2016-2021)**

- 12.1 China Air Freshener Fragrances Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 China Air Freshener Fragrances Production, Import, Export and Consumption Forecast (2016-2021)
- 12.3 China Air Freshener Fragrances Production Forecast by Type (2016-2021)
- 12.4 China Air Freshener Fragrances Consumption Forecast by Application (2016-2021)
- 12.5 China Air Freshener Fragrances Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
  - 12.5.1 China Air Freshener Fragrances Production Forecast by Regions (Provinces)(2016-2021)
  - 12.5.2 China Air Freshener Fragrances Consumption Forecast by Regions (Provinces)(2016-2021)
  - 12.5.3 China Air Freshener Fragrances Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
- 12.6 Air Freshener Fragrances Price Forecast (2016-2021)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

Methodology

Analyst Introduction

Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Air Freshener Fragrances

Figure China Production Market Share of Air Freshener Fragrances by Type in 2015

Figure Product Picture of Sprays & Mists

Table Major Manufacturers of Sprays & Mists

Figure Product Picture of Candles & Wax Melts

Table Major Manufacturers of Candles & Wax Melts

Figure Product Picture of Oils & Gels

Table Major Manufacturers of Oils & Gels

Figure Product Picture of Others

Table Major Manufacturers of Others

Table Air Freshener Fragrances Consumption Market Share by Application in 2015

Figure Household Examples

Figure Automotive Examples

Figure Hospital Examples

Figure Others Examples

Figure China Air Freshener Fragrances Revenue (Million USD) and Growth Rate (2011-2021)

Table China Air Freshener Fragrances Capacity of Key Manufacturers (2015 and 2016)

Table China Air Freshener Fragrances Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Air Freshener Fragrances Capacity of Key Manufacturers in 2015

Figure China Air Freshener Fragrances Capacity of Key Manufacturers in 2016

Table China Air Freshener Fragrances Production of Key Manufacturers (2015 and 2016)

Table China Air Freshener Fragrances Production Share by Manufacturers (2015 and 2016)

Figure 2015 Air Freshener Fragrances Production Share by Manufacturers

Figure 2016 Air Freshener Fragrances Production Share by Manufacturers

Table China Air Freshener Fragrances Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Air Freshener Fragrances Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Air Freshener Fragrances Revenue Share by Manufacturers

Table 2016 China Air Freshener Fragrances Revenue Share by Manufacturers

Table China Market Air Freshener Fragrances Average Price of Key Manufacturers

(2015 and 2016)

Figure China Market Air Freshener Fragrances Average Price of Key Manufacturers in 2015

Table Manufacturers Air Freshener Fragrances Manufacturing Base Distribution and Sales Area

Table Manufacturers Air Freshener Fragrances Product Type

Figure Air Freshener Fragrances Market Share of Top 3 Manufacturers

Figure Air Freshener Fragrances Market Share of Top 5 Manufacturers

Table P&G Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table P&G Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure P&G Air Freshener Fragrances Market Share (2011-2016)

Table Henkel Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Henkel Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Henkel Air Freshener Fragrances Market Share (2011-2016)

Table C.Johnson & Son Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table C.Johnson & Son Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure C.Johnson & Son Air Freshener Fragrances Market Share (2011-2016)

Table Reckitt Benckiser Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Reckitt Benckiser Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Reckitt Benckiser Air Freshener Fragrances Market Share (2011-2016)

Table California Scents Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table California Scents Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure California Scents Air Freshener Fragrances Market Share (2011-2016)

Table Handstands Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Handstands Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Handstands Air Freshener Fragrances Market Share (2011-2016)

Table Farcent Enterprise Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Farcent Enterprise Air Freshener Fragrances Capacity, Production, Revenue,

Price and Gross Margin (2011-2016)

Figure Farcent Enterprise Air Freshener Fragrances Market Share (2011-2016)

Table Godrej Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Godrej Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Godrej Air Freshener Fragrances Market Share (2011-2016)

Table CAR-FRESHNER Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table CAR-FRESHNER Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure CAR-FRESHNER Air Freshener Fragrances Market Share (2011-2016)

Table Air Delights Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Air Delights Air Freshener Fragrances Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Air Delights Air Freshener Fragrances Market Share (2011-2016)

Table Earth Chemical Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table S.T. Chemical Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Ada-Electrotech Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table BlueMagic Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Candle-Lite Basic Information, Manufacturing Base, Sales Area and Its Competitors

Figure China Air Freshener Fragrances Capacity, Production and Growth (2011-2016)

Figure China Air Freshener Fragrances Revenue (Million USD) and Growth (2011-2016)

Table China Air Freshener Fragrances Production, Consumption, Export and Import (2011-2016)

Table China Air Freshener Fragrances Production by Type (2011-2016)

Table China Air Freshener Fragrances Production Share by Type (2011-2016)

Figure Production Market Share of Air Freshener Fragrances by Type (2011-2016)

Figure 2015 Production Market Share of Air Freshener Fragrances by Type

Table China Air Freshener Fragrances Revenue by Type (2011-2016)

Table China Air Freshener Fragrances Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Air Freshener Fragrances by Type (2011-2016)

Figure 2015 Revenue Market Share of Air Freshener Fragrances by Type

Table China Air Freshener Fragrances Price by Type (2011-2016)  
Figure China Air Freshener Fragrances Production Growth by Type (2011-2016)  
Table China Air Freshener Fragrances Consumption by Application (2011-2016)  
Table China Air Freshener Fragrances Consumption Market Share by Application (2011-2016)  
Figure China Air Freshener Fragrances Consumption Market Share by Application in 2015  
Table China Air Freshener Fragrances Consumption Growth Rate by Application (2011-2016)  
Figure China Air Freshener Fragrances Consumption Growth Rate by Application (2011-2016)  
Table China Air Freshener Fragrances Production by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Production Market Share by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Production Value by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Production Value Market Share by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Sales Price by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Consumption by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Consumption Market Share by Regions (Provinces)(2011-2016)  
Table China Air Freshener Fragrances Production, Consumption, Export and Import (2011-2016)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Air Freshener Fragrances  
Figure Manufacturing Process Analysis of Air Freshener Fragrances  
Figure Air Freshener Fragrances Industrial Chain Analysis  
Table Raw Materials Sources of Air Freshener Fragrances Major Manufacturers in 2015  
Table Major Buyers of Air Freshener Fragrances  
Table Distributors/Traders List  
Figure China Air Freshener Fragrances Capacity, Production and Growth Rate Forecast (2016-2021)  
Figure China Air Freshener Fragrances Revenue and Growth Rate Forecast (2016-2021)  
Table China Air Freshener Fragrances Production, Import, Export and Consumption

Forecast (2016-2021)

Table China Air Freshener Fragrances Production Forecast by Type (2016-2021)

Table China Air Freshener Fragrances Consumption Forecast by Application  
(2016-2021)

Table China Air Freshener Fragrances Production Forecast by Regions  
(Provinces)(2016-2021)

Table China Air Freshener Fragrances Consumption Forecast by Regions  
(Provinces)(2016-2021)

Table China Air Freshener Fragrances Production, Consumption, Import and Export  
Forecast by Regions (Provinces)(2016-2021)

## I would like to order

Product name: China Air Freshener Fragrances Market Research Report 2017

Product link: <https://marketpublishers.com/r/C87D5A93734EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C87D5A93734EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970