

Car Air Freshener - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Car Air Freshener Market is accounted for \$2,171.50 million in 2017 and is expected to reach \$3,206.83 million by 2026 growing at a CAGR of 4.4% during the forecast period. The market is propelling due to the rejuvenating fragrance offered by the perfumes that enhance the driving experience of the driver. The possible chances of headaches and complications possible by the strong essence are restraining the market.

The car air fresheners are the perfumed products that are used to prevent bad odor and spread aromatic and rejuvenating fragrances that are specially built for cars. The fresheners create great vibes and surroundings in the care that can provide the rider or the user a cozy feeling. The fresheners are available in various different formats such as cans, sprays, and vaporizers etc.

With respect to the product, vents & clips are oil-based products, compact in size and can be fixed in air conditioning vents with clips. These products have been gaining popularity owing to the propulsion through the air from the air conditioner.

Considering geography, the significant increase in consumer goods owing to the recovery of the economy in Canada and the U.S. is expected to drive impulse buying across North America. In addition, changing the lifestyle of the immigrant population in the region is projected to boost demand during the forecast period.

Some of the key players involved in the Car Air Freshener market are Air Delights Inc., Procter & Gamble, Godrej Household Products, Reckitt Benckiser, Henkel, Amway, California Scents, SC Johnson, Car Freshner Corporation, ST Corporation, Church & Dwight, Liby, Ludao, and Farcent.

Types Covered:

Spray Air Freshener

Evaporative Air Freshener

Electric Air Freshener

Products Covered:

Gels & Cans

Paper Car Air Freshener

Sprays/Aerosols

Vents & Clips

Other Products

Applications Covered:

Passenger Vehicles

Commercial Vehicles

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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