

# **Air Care Market By Product Type (Electric, Liquid, Gel and Others), By Application (Residential, Commercial), By Distribution Channel (Online, Offline), By Region, By Competition Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/A990DAB61781EN.html>

Date: October 2023

Pages: 182

Price: US\$ 4,900.00 (Single User License)

ID: A990DAB61781EN

## **Abstracts**

The global air care market has experienced consistent growth in recent years, driven by heightened consumer awareness concerning indoor air quality and the aspiration for more appealing living environments. This market encompasses a diverse array of products designed to enhance indoor ambiance, including air fresheners, reed diffusers, aerosols, candles, and electric diffusers. The demand for these products is underpinned by factors such as urbanization, rising disposable incomes, and an increasing emphasis on home aesthetics.

Innovation and diversification of products continue to play a central role in the competitive landscape of the air care industry. Manufacturers are continuously developing eco-friendly and technologically advanced solutions to cater to the evolving preferences of environmentally conscious consumers. Moreover, the expansion of the market is fueled by the introduction of premium and luxury air care offerings, targeting discerning consumers willing to invest in high-quality scent experiences.

The ongoing COVID-19 pandemic has significantly impacted market dynamics, leading to a heightened focus on air hygiene and sanitization. Consumers are now seeking products that not only provide a pleasant fragrance but also possess antibacterial and antiviral properties, which is further driving innovation in the sector. Geographically, the market presents substantial potential in both developed and emerging economies. North America and Europe remain pivotal regions due to heightened consumer awareness, while Asia-Pacific offers significant growth opportunities due to rapid urbanization and

evolving lifestyles.

In conclusion, the global air care market is evolving, shaped by changing consumer preferences, technological advancements, and health-related considerations. As consumers prioritize both the aesthetic and functional aspects of indoor air quality, the market is expected to sustain its upward trajectory.

#### Key Market Drivers:

1. **Escalating Awareness of Indoor Air Quality:** The burgeoning awareness among consumers regarding indoor air quality stands as a primary catalyst for the air care market's growth. Given the substantial time spent indoors, whether at home or in offices, concerns about pollutants, allergens, and odors have prompted a demand for air care products that not only offer pleasant fragrances but also provide solutions to purify and freshen indoor air, addressing these health-related concerns.

2. **Urbanization and Evolving Lifestyles:** Rapid urbanization and shifting lifestyles have significantly contributed to the expansion of the air care market. With more individuals gravitating towards urban centers and residing in more confined spaces, the demand for products addressing urban odors, pet smells, and other indoor irritants has become paramount. Furthermore, the trend of spending increased time indoors, particularly with the surge of remote work and entertainment options, has prompted consumers to invest in creating a comfortable and attractive indoor environment, thereby boosting the demand for air care products.

3. **Increasing Disposable Incomes:** The steady rise in disposable incomes among consumers, particularly in emerging economies, has played a pivotal role in driving the air care market's growth. As incomes ascend, individuals possess more purchasing power to allocate towards discretionary expenditures, including products enhancing the aesthetics and ambiance of their living spaces. This shift in consumer behavior has spurred the demand for premium and high-quality air care products, thereby encouraging manufacturers to introduce innovative and luxury offerings to cater to this segment.

4. **Technological Advancements:** The air care industry has borne witness to significant technological advancements that have propelled its evolution. Manufacturers have been responsive to consumer demands for more convenient and effective solutions, leading to the introduction of products with enhanced features. For instance, the development of smart air care devices that can be controlled through mobile apps or integrated with

smart home systems has gained traction. These devices offer customization options for fragrance intensity and scheduling, thereby affording consumers greater control over their indoor environment.

5. **Emphasis on Innovation and Product Diversification:** Innovation remains an indispensable driver in the air care market. Manufacturers consistently explore new scent compositions and delivery mechanisms to captivate consumers' senses. Additionally, there is a growing emphasis on eco-friendly and sustainable solutions, reflecting consumers' increasing environmental consciousness. This has prompted the introduction of natural and organic air care products that align with the preferences of eco-conscious consumers. The diversification of product offerings, encompassing reed diffusers, electric diffusers, aerosols, candles, and plug-in devices, empowers consumers to opt for products aligning with their preferences and suited for various spaces within their homes.

In conclusion, the growth of the global air care market is propelled by a confluence of factors that encompass shifts in consumer awareness, lifestyles, and preferences. The imperatives of enhanced indoor air quality, coupled with urbanization and rising disposable incomes, have forged a fertile ground for the expansion of the air care industry. Technological innovations and an emphasis on sustainability and product diversification further fuel market growth, as manufacturers strive to cater to evolving consumer demands. As the market continues to evolve, stakeholders in the air care industry must remain attuned to these drivers to seize opportunities and meet the evolving needs of consumers seeking both functional and aesthetic enhancements for their indoor spaces.

**Key Market Challenges:**

**Environmental and Health Concerns:**

One of the most pronounced challenges confronting the air care market pertains to the burgeoning emphasis on environmental sustainability and health considerations. Many conventional air care products encompass chemicals that can contribute to indoor air pollution and exert adverse effects on human health. As consumers grow increasingly environmentally conscious and health-focused, the demand escalates for air care solutions that neither compromise air quality nor emit harmful substances. This predicament compels manufacturers to invest in research and development to create eco-friendly and non-toxic products, thereby aligning with these evolving consumer expectations while preserving product effectiveness.

### Regulatory Scrutiny and Compliance:

Stringent regulations and standards linked to air quality and chemical emissions pose yet another challenge to the air care market. Regulatory authorities are progressively scrutinizing the ingredients employed in air care products and instituting thresholds on the emission of volatile organic compounds (VOCs). This has translated to the reformulation of numerous existing products and necessitates transparency in ingredient labeling. Manufacturers are required to navigate a labyrinth of regulations across diverse regions, necessitating significant investments in testing, compliance, and potential reformulation to conform to these evolving standards.

### Competition and Innovation:

The air care market thrives on intense competition, with myriad players vying for consumer attention. Consequently, companies incessantly innovate to distinguish their products and secure a competitive edge. However, the exigency for continual innovation presents challenges in terms of research and development costs and the risk of consumer fatigue stemming from rapidly evolving product offerings. Additionally, as consumers become progressively discerning and informed, they seek authentic and unique fragrances that resonate with their preferences, rendering it challenging for manufacturers to curate scents that seize the market's attention.

### Key Market Trends:

#### Eco-Friendly and Natural Formulations:

The trend towards sustainability and environmental consciousness has permeated the air care market, precipitating a notable surge in demand for eco-friendly and natural air care products. Consumers are increasingly attuned to the environmental repercussions of conventional air care products, which frequently incorporate synthetic chemicals and emit volatile organic compounds (VOCs). In response, manufacturers are formulating products utilizing natural and biodegradable ingredients, untainted by deleterious chemicals. Natural essential oils, plant-based constituents, and sustainable packaging have risen as salient features of eco-conscious air care offerings. This trend not only resonates with consumer values but also furnishes an avenue for brands to distinguish themselves and captivate a burgeoning cohort of environmentally conscious consumers.

### Smart Air Care Devices:

The proliferation of smart technology has extended its reach to the air care market through the introduction of smart air care devices. These devices, often tethered to mobile applications or seamlessly integrated into smart home systems, confer the ability upon consumers to remotely regulate and personalize their indoor

fragrances and air quality. Smart diffusers and air purifiers can be programmed to disperse scents at specific intervals, modulate intensity levels, and even monitor and ameliorate air quality grounded in real-time data. This trend addresses consumers' yearning for convenience, customization, and augmented functionality, while aligning with the broader ecosystem of smart homes.

### Focus on Health and Wellness:

The ongoing COVID-19 pandemic has accentuated consumers' consciousness concerning health and hygiene, a focus that has rippled into the air care market. Consumers are seeking air care products that not only impart pleasing fragrances but also contribute to indoor air hygiene. Manufacturers are reciprocating by incorporating antibacterial, antiviral, and air-purifying properties into their products. Ingredients such as essential oils imbued with antimicrobial properties are gaining traction, proffering consumers a sense of solace and safeguarding. This health-centric trend underscores the integral role that air quality assumes in overall well-being and is poised to shape product development strategies in the forthcoming years.

### Customization and Personalization:

The predilection for personalized experiences has exerted an impact on the air care market, with consumers yearning for fragrances that resonate with their singular preferences. Brands are extending customizable options, empowering consumers to concoct and curate unique scents that mirror their dispositions and surroundings. This trend transcends conventional scent categories, permitting consumers to experiment and express their creativity. Personalized labels, packaging, and even subscription services are heightening the sensation of ownership and connection between consumers and their chosen air care products.

### Cross-Category Collaborations and Limited Editions:

Collaborative endeavors between air care brands and other industries, encompassing

fashion, home decor, and entertainment, are becoming increasingly prevalent. Scent varieties in limited editions, products co-branded by diverse entities, and exclusive collaborations are arresting consumer attention and steering product differentiation. These partnerships harness the strengths of both brands to yield distinctive and captivating offerings that resonate with diverse consumer proclivities. Limited editions and collaborations not only foment an aura of exclusivity but also stimulate consumer engagement and engender brand loyalty.

As the global air care market metamorphoses, stakeholders within the industry must remain attuned to these trends to safeguard competitiveness and responsiveness to evolving consumer requisites. Embracing sustainability, innovation, health considerations, customization, and collaboration can situate brands at the forefront of this dynamic market. Furthermore, adapting marketing strategies to underscore these trends and communicate the value they confer upon consumers will prove imperative to upholding brand relevance and nurturing growth within the ever-evolving air care landscape.

Segmental Insights:

Product Type Insights:

The global air care market is presently witnessing a pronounced surge in demand for electric air freshener products, indicative of a recalibration in consumer predilections and market trends. Electric air fresheners, encompassing plug-in diffusers and automated dispensers, have garnered traction due to their convenience, prolonged efficacy, and adaptable features. Consumers are progressively gravitating towards electric air fresheners owing to their ability to furnish consistent and adjustable fragrance diffusion across diverse indoor spaces. These products obviate the need for manual intervention, providing an unbroken and uncomplicated remedy for preserving inviting and pleasant environments.

Additionally, the infusion of smart technology into certain electric air fresheners permits remote regulation and scheduling, amplifying their allure to tech-savvy consumers who seek connectivity and automation within their domiciles. As sustainability forges ahead as a prevailing theme, some manufacturers are responding with eco-friendly alternatives, such as refillable cartridges or formulations infused with natural fragrances. The escalating demand for electric air freshener products is effecting a transformation in the air care market, underscoring the shifting needs and preferences of consumers who value convenience, durability, and elevated living spaces.



### Distribution Channel Insights:

The global air care market is undergoing a conspicuous shift in demand towards online distribution channels, emblematic of a substantial transformation in consumer buying behavior. Online platforms have emerged as the favored mode of procuring air care products due to their convenience, diverse array of product offerings, and accessibility. Consumers are progressively turning to e-commerce platforms to explore a broad spectrum of air care alternatives, compare prices, peruse reviews, and make well-informed purchase decisions from the confines of their residences.

The online distribution channel not only furnishes consumers with a seamless shopping experience but also empowers them to unearth and access products that might elude their grasp in local brick-and-mortar establishments. This has engendered heightened demand for distinct and niche air care offerings, thereby contributing to the market's expansion. Additionally, the COVID-19 pandemic expedited the adoption of online shopping as consumers endeavored to curtail physical interactions, further boosting the ascension of the online distribution channel.

Manufacturers and retailers within the air care industry are responding to this paradigm shift by optimizing their digital presence, refining digital marketing endeavors, and ensuring an uninterrupted shopping experience for consumers. As online shopping persists in shaping consumer predilections, the future growth trajectory of the air care market is inextricably interwoven with the evolving dynamics of the online distribution channel.

### Regional Insights:

The Europe region is presently witnessing a marked upsurge in demand within the global air care market, underscoring momentous alterations in consumer preferences and market dynamics. This demand surge is fueled by an amalgam of factors, encompassing heightened awareness of indoor air quality, expanding disposable incomes, and a deepened focus on cultivating pleasant living environments.

European consumers are growing increasingly mindful of the ramifications of indoor air quality on their health and well-being, culminating in a heightened attraction to air care products that not only amplify ambiance but also contribute to air purification. This trend seamlessly harmonizes with the region's steadfast emphasis on environmental sustainability and health consciousness. Furthermore, the burgeoned disposable

incomes across diverse European nations have empowered consumers to invest in premium and luxury air care products, thereby elevating their living spaces through innovative delivery methods and high-quality fragrances.

The region's cultural preoccupation with aesthetics and home design has further propelled the demand for air care products. European consumers are progressively in pursuit of products that seamlessly complement their interior decor whilst conferring functional advantages. Manufacturers and retailers are responding to this demand by furnishing an array of products, encompassing eco-friendly alternatives, refined fragrances, and technologically advanced solutions. As the Europe region persists in prioritizing indoor air quality and aesthetics, the air care market is poised for sustained growth and innovation to cater to these evolving consumer imperatives.

### Key Market Players

Reckitt Benckiser Group Plc

Puzhen

Hubmar

GreenAir

Vitruvi

ZAQ

doTERRA

Scentsy, Inc.

Mozzin Limited

AuraDecor

### Report Scope:

In this report, the Global Air Care Market has been segmented into the following

*Air Care Market By Product Type (Electric, Liquid, Gel and Others), By Application (Residential, Commercial),...*



categories, in addition to the industry trends which have also been detailed below:

Air Care Market, By Product Type:

Electric

Liquid

Gel

Others

Air Care Market, By Application:

Residential

Commercial

Air Care Market, By Distribution Channel:

Online

Offline

Air Care Market, By Region:

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

North America

United States

Canada

Mexico

Middle East & Africa

South Africa

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Air

*Air Care Market By Product Type (Electric, Liquid, Gel and Others), By Application (Residential, Commercial),...*

Care Market.

Available Customizations:

Global Air Care Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Sources of Information

### **5. GLOBAL AIR CARE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type Market Share Analysis (Electric, Liquid, Gel and Others)
  - 5.2.2. By Application Market Share Analysis (Residential, Commercial)

- 5.2.3. By Distribution Channel Market Share Analysis (Online, Offline)
- 5.2.4. By Regional Market Share Analysis
  - 5.2.4.1. Europe Market Share Analysis
  - 5.2.4.2. North America Market Share Analysis
  - 5.2.4.3. Asia-Pacific Market Share Analysis
  - 5.2.4.4. Middle East & Africa Market Share Analysis
  - 5.2.4.5. South America Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Air Care Market Mapping & Opportunity Assessment
  - 5.3.1. By Product Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Application Market Mapping & Opportunity Assessment
  - 5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. EUROPE AIR CARE MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product Type Market Share Analysis
  - 6.2.2. By Application Market Share Analysis
  - 6.2.3. By Distribution Channel Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
    - 6.2.4.1. France Air Care Market Outlook
      - 6.2.4.1.1. Market Size & Forecast
        - 6.2.4.1.1.1. By Value
      - 6.2.4.1.2. Market Share & Forecast
        - 6.2.4.1.2.1. By Product Type Market Share Analysis
        - 6.2.4.1.2.2. By Application Market Share Analysis
        - 6.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 6.2.4.2. Germany Air Care Market Outlook
      - 6.2.4.2.1. Market Size & Forecast
        - 6.2.4.2.1.1. By Value
      - 6.2.4.2.2. Market Share & Forecast
        - 6.2.4.2.2.1. By Product Type Market Share Analysis
        - 6.2.4.2.2.2. By Application Market Share Analysis
        - 6.2.4.2.2.3. By Distribution Channel Market Share Analysis
    - 6.2.4.3. Spain Air Care Market Outlook
      - 6.2.4.3.1. Market Size & Forecast

- 6.2.4.3.1.1. By Value
- 6.2.4.3.2. Market Share & Forecast
  - 6.2.4.3.2.1. By Product Type Market Share Analysis
  - 6.2.4.3.2.2. By Application Market Share Analysis
  - 6.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.4. Italy Air Care Market Outlook
  - 6.2.4.4.1. Market Size & Forecast
    - 6.2.4.4.1.1. By Value
  - 6.2.4.4.2. Market Share & Forecast
    - 6.2.4.4.2.1. By Product Type Market Share Analysis
    - 6.2.4.4.2.2. By Application Market Share Analysis
    - 6.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.5. United Kingdom Air Care Market Outlook
  - 6.2.4.5.1. Market Size & Forecast
    - 6.2.4.5.1.1. By Value
  - 6.2.4.5.2. Market Share & Forecast
    - 6.2.4.5.2.1. By Product Type Market Share Analysis
    - 6.2.4.5.2.2. By Application Market Share Analysis
    - 6.2.4.5.2.3. By Distribution Channel Market Share Analysis

## **7. NORTH AMERICA AIR CARE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type Market Share Analysis
  - 7.2.2. By Application Market Share Analysis
  - 7.2.3. By Distribution Channel Market Share Analysis
  - 7.2.4. By Country Market Share Analysis
    - 7.2.4.1. United States Air Care Market Outlook
      - 7.2.4.1.1. Market Size & Forecast
        - 7.2.4.1.1.1. By Value
      - 7.2.4.1.2. Market Share & Forecast
        - 7.2.4.1.2.1. By Product Type Market Share Analysis
        - 7.2.4.1.2.2. By Application Market Share Analysis
        - 7.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 7.2.4.2. Canada Air Care Market Outlook
      - 7.2.4.2.1. Market Size & Forecast
        - 7.2.4.2.1.1. By Value



- 7.2.4.2.2. Market Share & Forecast
  - 7.2.4.2.2.1. By Product Type Market Share Analysis
  - 7.2.4.2.2.2. By Application Market Share Analysis
  - 7.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.3. Mexico Air Care Market Outlook
  - 7.2.4.3.1. Market Size & Forecast
    - 7.2.4.3.1.1. By Value
  - 7.2.4.3.2. Market Share & Forecast
    - 7.2.4.3.2.1. By Product Type Market Share Analysis
    - 7.2.4.3.2.2. By Application Market Share Analysis
    - 7.2.4.3.2.3. By Distribution Channel Market Share Analysis

## **8. ASIA-PACIFIC AIR CARE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type Market Share Analysis
  - 8.2.2. By Application Market Share Analysis
  - 8.2.3. By Distribution Channel Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
    - 8.2.4.1. China Air Care Market Outlook
      - 8.2.4.1.1. Market Size & Forecast
        - 8.2.4.1.1.1. By Value
      - 8.2.4.1.2. Market Share & Forecast
        - 8.2.4.1.2.1. By Product Type Market Share Analysis
        - 8.2.4.1.2.2. By Application Market Share Analysis
        - 8.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 8.2.4.2. Japan Air Care Market Outlook
      - 8.2.4.2.1. Market Size & Forecast
        - 8.2.4.2.1.1. By Value
      - 8.2.4.2.2. Market Share & Forecast
        - 8.2.4.2.2.1. By Product Type Market Share Analysis
        - 8.2.4.2.2.2. By Application Market Share Analysis
        - 8.2.4.2.2.3. By Distribution Channel Market Share Analysis
    - 8.2.4.3. India Air Care Market Outlook
      - 8.2.4.3.1. Market Size & Forecast
        - 8.2.4.3.1.1. By Value
      - 8.2.4.3.2. Market Share & Forecast

- 8.2.4.3.2.1. By Product Type Market Share Analysis
- 8.2.4.3.2.2. By Application Market Share Analysis
- 8.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.4. Vietnam Air Care Market Outlook
  - 8.2.4.4.1. Market Size & Forecast
    - 8.2.4.4.1.1. By Value
  - 8.2.4.4.2. Market Share & Forecast
    - 8.2.4.4.2.1. By Product Type Market Share Analysis
    - 8.2.4.4.2.2. By Application Market Share Analysis
    - 8.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.5. South Korea Air Care Market Outlook
  - 8.2.4.5.1. Market Size & Forecast
    - 8.2.4.5.1.1. By Value
  - 8.2.4.5.2. Market Share & Forecast
    - 8.2.4.5.2.1. By Product Type Market Share Analysis
    - 8.2.4.5.2.2. By Application Market Share Analysis
    - 8.2.4.5.2.3. By Distribution Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA AIR CARE MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type Market Share Analysis
  - 9.2.2. By Application Market Share Analysis
  - 9.2.3. By Distribution Channel Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
    - 9.2.4.1. South Africa Air Care Market Outlook
      - 9.2.4.1.1. Market Size & Forecast
        - 9.2.4.1.1.1. By Value
      - 9.2.4.1.2. Market Share & Forecast
        - 9.2.4.1.2.1. By Product Type Market Share Analysis
        - 9.2.4.1.2.2. By Application Market Share Analysis
        - 9.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 9.2.4.2. Saudi Arabia Air Care Market Outlook
      - 9.2.4.2.1. Market Size & Forecast
        - 9.2.4.2.1.1. By Value
      - 9.2.4.2.2. Market Share & Forecast
        - 9.2.4.2.2.1. By Product Type Market Share Analysis

- 9.2.4.2.2.2. By Application Market Share Analysis
- 9.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.3. UAE Air Care Market Outlook
  - 9.2.4.3.1. Market Size & Forecast
    - 9.2.4.3.1.1. By Value
  - 9.2.4.3.2. Market Share & Forecast
    - 9.2.4.3.2.1. By Product Type Market Share Analysis
    - 9.2.4.3.2.2. By Application Market Share Analysis
    - 9.2.4.3.2.3. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA AIR CARE MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type Market Share Analysis
  - 10.2.2. By Application Market Share Analysis
  - 10.2.3. By Distribution Channel Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
    - 10.2.4.1. Argentina Air Care Market Outlook
      - 10.2.4.1.1. Market Size & Forecast
        - 10.2.4.1.1.1. By Value
      - 10.2.4.1.2. Market Share & Forecast
        - 10.2.4.1.2.1. By Product Type Market Share Analysis
        - 10.2.4.1.2.2. By Application Market Share Analysis
        - 10.2.4.1.2.3. By Distribution Channel Market Share Analysis
    - 10.2.4.2. Colombia Air Care Market Outlook
      - 10.2.4.2.1. Market Size & Forecast
        - 10.2.4.2.1.1. By Value
      - 10.2.4.2.2. Market Share & Forecast
        - 10.2.4.2.2.1. By Product Type Market Share Analysis
        - 10.2.4.2.2.2. By Application Market Share Analysis
        - 10.2.4.2.2.3. By Distribution Channel Market Share Analysis
    - 10.2.4.3. Brazil Air Care Market Outlook
      - 10.2.4.3.1. Market Size & Forecast
        - 10.2.4.3.1.1. By Value
      - 10.2.4.3.2. Market Share & Forecast
        - 10.2.4.3.2.1. By Product Type Market Share Analysis
        - 10.2.4.3.2.2. By Application Market Share Analysis

#### 10.2.4.3.2.3. By Distribution Channel Market Share Analysis

## 11. MARKET DYNAMICS

### 11.1. Drivers

### 11.2. Challenges

## 12. IMPACT OF COVID-19 ON GLOBAL AIR CARE MARKET

### 12.1. Impact Assessment Model

#### 12.1.1. Key Segments Impacted

#### 12.1.2. Key Regions Impacted

#### 12.1.3. Key Countries Impacted

## 13. MARKET TRENDS & DEVELOPMENTS

## 14. COMPETITIVE LANDSCAPE

### 14.1. Company Profiles

#### 14.1.1. Reckitt Benckiser Group PLC

##### 14.1.1.1. Company Details

##### 14.1.1.2. Products

##### 14.1.1.3. Financials (As Per Availability)

##### 14.1.1.4. Key Market Focus & Geographical Presence

##### 14.1.1.5. Recent Developments

##### 14.1.1.6. Key Management Personnel

#### 14.1.2. Puzhen

##### 14.1.2.1. Company Details

##### 14.1.2.2. Products

##### 14.1.2.3. Financials (As Per Availability)

##### 14.1.2.4. Key Market Focus & Geographical Presence

##### 14.1.2.5. Recent Developments

##### 14.1.2.6. Key Management Personnel

#### 14.1.3. Hubmar

##### 14.1.3.1. Company Details

##### 14.1.3.2. Products

##### 14.1.3.3. Financials (As Per Availability)

##### 14.1.3.4. Key Market Focus & Geographical Presence

- 14.1.3.5. Recent Developments
- 14.1.3.6. Key Management Personnel
- 14.1.4. GreenAir
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. Vitruvi
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. ZAQ
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. doTERRA
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Scentsy, Inc.
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Mozzin Limited
  - 14.1.9.1. Company Details

- 14.1.9.2. Products
- 14.1.9.3. Financials (As Per Availability)
- 14.1.9.4. Key Market Focus & Geographical Presence
- 14.1.9.5. Recent Developments
- 14.1.9.6. Key Management Personnel
- 14.1.10. AuraDecor
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Product Type
- 15.3. Target Distribution Channel

## **16. ABOUT US & DISCLAIMER**



## I would like to order

Product name: Air Care Market By Product Type (Electric, Liquid, Gel and Others), By Application (Residential, Commercial), By Distribution Channel (Online, Offline), By Region, By Competition Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/A990DAB61781EN.html>

Price: US\$ 4,900.00 (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/A990DAB61781EN.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