

Automatic Air Freshener Dispenser Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F. Segmented By Type (Wall-Mounted, Stand-On), By Technology (Smart, Non-Smart), By Application (Residential, Healthcare, Hospitality, Others (Institution, Corporate Offices, Etc.)), By Distribution Channel (Supermarket/Hypermarket, Multi-Branded Stores, Drug & Pharmacy Stores, Online, Non-Retail), By Region, Competition

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Abstracts

Global automatic air freshener dispenser market size is expected to significantly expand during the forecast period. The market is being driven by a growing preference for obtaining convenient gadgets for fragrance such as air fresheners that enable hassle-free air care and sanitation within the surroundings. Increasing demand for household convenience as well as rising concerns about a healthy indoor environment in the household sector are the leading factors driving the automatic air freshener dispenser market during the projected period across the globe.

Automatic perfume dispensers provide consumers with a pleasant and scented experience without manual activation requirement. It is an automatic deodorizer dispenser that releases the encapsulated smell at a specified time or under predetermined conditions. Some air fresheners work by delivering a brief burst of aroma during a specified time period to prevent an individual from becoming habituated to the smell. Automatic perfume dispensers provide a pleasant and scented experience and

can be used in various locations such as commercial and residential.

According to the U.S. Environmental Protection Agency report, Americans spend almost 90% of their time indoors, where the concentrations of some pollutants are frequently 2 to 5 times greater than usual outdoor amounts, and therefore the preference for cleaner and fresh antioxidants to cater these pollutants from the surroundings are propelling the demand of air fresheners. Furthermore, according to the Agency for Toxic Substances and Disease Registry (ATSDR), people can have various symptoms due to bad odor such as headaches, nasal congestion, eye, nose, and throat irritation, chest tightness, and shortness of breath, etc., and these symptoms varies depending on the type of odor that are concentrated within the air surroundings based upon the cases such as how frequently exposure occurs, how long exposure lasts, and state of health with respect to allergies. Moreover, young children, the elderly, and pregnant women may be particularly sensitive to odors. Thus, with increasing consciousness among consumers regarding bad odor, the demand of automatic air freshener dispenser is being boosted among consumers across the globe.

Rising Demand of Convenient Products Boosting Market Growth

In comparison to the need for manual air fresheners, the demand for convenient products including automatic air freshener dispensers has increased due to factors including customers' busy lifestyles and growing desire for automated products for day-to-day activities. These products are widely used in restrooms, public places, and residential areas to maintain a healthy and hygienic environment. For instance, AirQ Whole Room Air Fresheners by Sensaroma are designed to replace traditional aerosols, scented candles, and reed diffusers. Thus, the demand of convenient products is further boosting the mandate of automatic air freshener dispenser.

Innovative Features Associated with Automatic Air Freshener Dispenser

Automatic air freshener dispenser has a sleek and contemporary appearance that is ideal for use in homes, offices, and public spaces. The automatic sensor releases the fragrance at regular intervals, while the manual control option allows users to release smell to their preferences. These devices have time adjustable options at intervals such as 5, 15, 30 minutes, etc., as preset by the operator. The sensor control can be set for daytime, nighttime or overall, 24 hours functioning. Furthermore, the aromatic fragrance helps to calm and soothe the individual's mind and might make an individual feel comfortable. Moreover, a bluetooth-enabled automatic fragrance diffuser allows custom spray schedules with the assistance of application in mobile phones. As a result, the

various features associated with the automatic air freshener dispenser are projected to drive the market throughout the forecast period.

New Product Launches to Boost the Market Growth

Companies are expanding their automatic air freshener dispenser range with variety of fragrance flavors and new technologies. Increasing concerns about a healthy indoor environment in the residential and commercial sector fueled the demand for automatic air freshener dispensers. For instance, Godrej Aer Matic has introduced a range of automatic air freshener diffusers which are available in four fragrances. Moreover, Airvilla automatic air freshener dispenser is available in Jasmine, Lavender, Orange, Sea Breeze, Rose, Sandal, Mogra and Lemon Grass, which get enabled with automatic day night light sensor. Also, Dolphy offers a range of different air freshener dispensers with automatic, day/night light censored that spreads the fragrance at timely intervals and includes remote control air freshener dispenser. With various new product launches, the demand for automatic air freshener dispensers is driving the market growth.

Market Segmentation

The global automatic air freshener dispenser market is segmented based on type, technology, application, distribution channel, and region. Based on type, the market is divided into wall-mounted and stand-on.. Based on technology, the market is segmented into smart and non-smart. Based on application, the market is fragmented into residential, healthcare, hospitality, and others (institution, corporate offices, etc.). The market is divided into supermarket/hypermarket, multi-branded stores, drug & pharmacy stores, online, and non-retail based on distribution channel. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Vectair Systems Ltd., Reckitt Benckiser Group PLC (Air Wick), Qingdao Anyfeel Electric Co. Ltd., Godrej Consumer Products Limited, Kimberly-Clark Worldwide, Inc., Dolphy India Pvt. Ltd., S. C. Johnson & Son, Inc. (Glade), Shenzhen SVAVO Intelligent Technology Co., Ltd., Rentokil Initial plc, Air Delights, Inc. are among the major market players in the global platform that lead the market growth of the global automatic air freshener dispenser market.

Report Scope:

In this report, the global automatic air freshener dispenser market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Automatic Air Freshener Dispenser Market, By Type:

Wall-Mounted

Stand-On

Global Automatic Air Freshener Dispenser Market, By Technology:

Smart

Non-Smart

Global Automatic Air Freshener Dispenser Market, By Application:

Residential

Healthcare

Hospitality

Others

Global Automatic Air Freshener Dispenser Market, By Distribution Channel:

Supermarket/Hypermarket

Multi-Branded Stores

Drug & Pharmacy Stores

Online

Non-Retail

Global Automatic Air Freshener Dispenser Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global automatic air freshener dispenser market.

Available Customizations:

With the given market data, TechSci 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).

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