

Global Home Fragrances Market By Product Type (Sprays, Sachets, Electric Air Freshener/ Diffuser, Scented Candle & Others), By Distribution Channel (Store-based Retail & Non-Store-based Retail), By Region, Competition, Forecast & Opportunities, 2024

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Abstracts

Global home fragrances market stood at \$ 7.2 billion in 2018 and is projected to grow at a CAGR of 4.6% during 2019-2024 to reach \$ 9.4 billion by 2024, backed by their properties of creating a favorable environment at home. Fragrance is considered a functional ingredient in home care products to mask unpleasant odors. Home fragrance products are made with different type of aromas such as eucalyptus, jasmine and lavender that help to liven up the mood, thereby creating a stress-free environment.

Global home fragrances market is thriving, driven by new aesthetically pleasing products, personalization of the products and usage of natural ingredients in the products. Growing demand for natural essential oils in home fragrance products is likewise bringing about the increasing demand for home fragrance products. Rising discretionary income leading to increasing inclination of consumers towards various types of home fragrance products is another factor responsible for the steady growth of global home fragrances market.

In terms of product type, global home fragrances market has been categorized into sprays, sachets, electric air fresheners and others. Sprays are usually cheaper than electric air fresheners and scented oils, thus accounted for the largest market share in 2018 and expected to continue their market dominance during the forecast period.

Europe dominated global home fragrances market in 2018, majorly on account of increasing awareness related to a healthy lifestyle. United Kingdom accounted for

majority of the European home fragrances market in the reported year. The sales of electric air fresheners, candles and wax melts have increased in the United Kingdom, they also have a higher ASP and a higher frequency of purchase. Also, people in the country are frequent buyers of home fragrance products, which drives the market in the country as well.

Geographical expansions, new product launches, acquisitions and mergers are some of the key strategies adopted by companies operating in global home fragrances market to remain competitive among themselves. The market boasts the presence of a large number of regional and international players, thus making the market fragmented in nature. Manufacturers of home fragrances compete among themselves on delivering quality products in order to gain a competitive edge. Some of the leading market players are S.C. Johnson & Son Inc., Reckitt Benckiser Group plc, The Procter & Gamble Company, Newell Brands Inc, L Brands Inc, NEST Fragrances LLC, Seda France, Inc., Illume Inc., Henkel AG & Co. KGaA and Beaumont Products, Inc.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast global home fragrances market size.

To classify and forecast global home fragrances market based on product type, distribution channel and regional distribution.

To identify drivers and challenges for global home fragrances market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions etc. in global home fragrances market.

To conduct the pricing analysis for global home fragrances market.

To identify and analyze the profile of leading players involved in global home fragrances market.

Some of the leading players in global home fragrances market are S.C. Johnson & Son Inc., Reckitt Benckiser Group plc, The Procter & Gamble Company, Newell Brands Inc, L Brands Inc, NEST Fragrances LLC, Seda France, Inc., Illume Inc., Henkel AG & Co. KGaA and Beaumont Products, Inc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels and presence of all major manufacturers across the globe.

TechSci Research calculated global home fragrances market size using a bottom-up approach, where data for various application across various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, suppliers, distributors and stakeholders of home fragrances

Raw material suppliers of home fragrances

Potential Investors

Organizations, forums and alliances related to home fragrances market

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Market, by Product Type:

Sprays

Sachets

Electric Air Fresheners

Scented Candles

Others

Reed Diffusers

Wax Melts

Potpourri

Market, by Distribution Channel:

Store-based Retail

Non-Store-based Retail

Market, by Region:

Asia-Pacific

China

India

Japan

Australia

South Korea

Europe

France

Germany

United Kingdom

Italy

Russia

Netherlands

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global home fragrances 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).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

Contents

1. HOME FRAGRANCES: AN INTRODUCTION & PRODUCT CLASSIFICATION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

4.1. Brand Recall

4.2. Brand Awareness

4.3. Factors Influencing Purchase Decision

4.4. Frequency of Usage

4.5. Preferred Spaces for Usage of Home Fragrances

4.6. Sources of Information

4.7. Willingness to Spend on Home Fragrances

4.8. Preferred Point of Purchase

5. GLOBAL HOME FRAGRANCES MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Sprays, Sachets, Electric Air Freshener/ Diffuser, Scented Candle and Others)

5.2.2. By Distribution Channel (Store-based Retail Vs Non-Store-based Retail)

5.2.3. By Region (Europe, North America, Asia-Pacific, South America, Middle East & Africa)

5.2.4. By Company

5.3. Market Attractiveness Index (By Product Type and By Region)

6. EUROPE HOME FRAGRANCES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel (Store-based Retail Vs Non-Store-based Retail)

6.2.3. By Country (Germany, France, United Kingdom, Netherlands, Italy, Russia and Rest of Europe)

6.2.3.1. United Kingdom Home Fragrances Market Outlook

6.2.3.1.1. Market Size & Forecast

6.2.3.1.1.1. By Value

6.2.3.1.2. Market Share & Forecast

6.2.3.1.2.1. By Product Type

6.2.3.1.2.2. By Distribution Channel

6.2.3.1.3. Pricing Analysis

6.2.3.2. France Home Fragrances Market Outlook

6.2.3.2.1. Market Size & Forecast

6.2.3.2.1.1. By Value

6.2.3.2.2. Market Share & Forecast

6.2.3.2.2.1. By Product Type

6.2.3.2.2.2. By Distribution Channel

6.2.3.2.3. Pricing Analysis

6.2.3.3. Germany Home Fragrances Market Outlook

6.2.3.3.1. Market Size & Forecast

6.2.3.3.1.1. By Value

6.2.3.3.2. Market Share & Forecast

6.2.3.3.2.1. By Product Type

6.2.3.3.2.2. By Distribution Channel

6.2.3.3.3. Pricing Analysis

6.2.3.4. Italy Home Fragrances Market Outlook

6.2.3.4.1. Market Size & Forecast

6.2.3.4.1.1. By Value

6.2.3.4.2. Market Share & Forecast

6.2.3.4.2.1. By Product Type

6.2.3.4.2.2. By Distribution Channel

6.2.3.4.3. Pricing Analysis

6.2.3.5. Russia Home Fragrances Market Outlook

6.2.3.5.1. Market Size & Forecast

6.2.3.5.1.1. By Value

6.2.3.5.2. Market Share & Forecast

6.2.3.5.2.1. By Product Type

6.2.3.5.2.2. By Distribution Channel

6.2.3.5.3. Pricing Analysis

6.2.3.6. Netherlands Home Fragrances Market Outlook

6.2.3.6.1. Market Size & Forecast

- 6.2.3.6.1.1. By Value
- 6.2.3.6.2. Market Share & Forecast
 - 6.2.3.6.2.1. By Product Type
 - 6.2.3.6.2.2. By Distribution Channel
- 6.2.3.6.3. Pricing Analysis

7. NORTH AMERICA HOME FRAGRANCES MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Distribution Channel (Store-based Retail Vs Non-Store-based Retail)
 - 7.2.3. By Country (United States, Canada, Mexico and Rest of North America)
 - 7.2.3.1. United States Home Fragrances Market Outlook
 - 7.2.3.1.1. Market Size & Forecast
 - 7.2.3.1.1.1. By Value
 - 7.2.3.1.2. Market Share & Forecast
 - 7.2.3.1.2.1. By Product Type
 - 7.2.3.1.2.2. By Distribution Channel
 - 7.2.3.1.3. Pricing Analysis
 - 7.2.3.2. Canada Home Fragrances Market Outlook
 - 7.2.3.2.1. Market Size & Forecast
 - 7.2.3.2.1.1. By Value
 - 7.2.3.2.2. Market Share & Forecast
 - 7.2.3.2.2.1. By Product Type
 - 7.2.3.2.2.2. By Distribution Channel
 - 7.2.3.2.3. Pricing Analysis
 - 7.2.3.3. Mexico Home Fragrances Market Outlook
 - 7.2.3.3.1. Market Size & Forecast
 - 7.2.3.3.1.1. By Value
 - 7.2.3.3.2. Market Share & Forecast
 - 7.2.3.3.2.1. By Product Type
 - 7.2.3.3.2.2. By Distribution Channel
 - 7.2.3.3.3. Pricing Analysis

8. ASIA-PACIFIC HOME FRAGRANCES MARKET OUTLOOK

- 8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Distribution Channel (Store-based Retail Vs Non-Store-based Retail)

8.2.3. By Country (India, South Korea, Australia, China, Japan and Rest of Asia-Pacific)

8.2.3.1. Japan Home Fragrances Market Outlook

8.2.3.1.1. Market Size & Forecast

8.2.3.1.1.1. By Value

8.2.3.1.2. Market Share & Forecast

8.2.3.1.2.1. By Product Type

8.2.3.1.2.2. By Distribution Channel

8.2.3.1.3. Pricing Analysis

8.2.3.2. China Home Fragrances Market Outlook

8.2.3.2.1. Market Size & Forecast

8.2.3.2.1.1. By Value

8.2.3.2.2. Market Share & Forecast

8.2.3.2.2.1. By Product Type

8.2.3.2.2.2. By Distribution Channel

8.2.3.2.3. Pricing Analysis

8.2.3.3. Australia Home Fragrances Market Outlook

8.2.3.3.1. Market Size & Forecast

8.2.3.3.1.1. By Value

8.2.3.3.2. Market Share & Forecast

8.2.3.3.2.1. By Product Type

8.2.3.3.2.2. By Distribution Channel

8.2.3.3.3. Pricing Analysis

8.2.3.4. South Korea Home Fragrances Market Outlook

8.2.3.4.1. Market Size & Forecast

8.2.3.4.1.1. By Value

8.2.3.4.2. Market Share & Forecast

8.2.3.4.2.1. By Product Type

8.2.3.4.2.2. By Distribution Channel

8.2.3.4.3. Pricing Analysis

8.2.3.5. India Home Fragrances Market Outlook

8.2.3.5.1. Market Size & Forecast

8.2.3.5.1.1. By Value

8.2.3.5.2. Market Share & Forecast

8.2.3.5.2.1. By Product Type

- 8.2.3.5.2.2. By Distribution Channel
- 8.2.3.5.3. Pricing Analysis

9. MIDDLE EAST & AFRICA HOME FRAGRANCES MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Distribution Channel (Store-based Retail Vs Non-Store-based Retail)

9.2.3. By Country (UAE, South Africa, Saudi Arabia and Rest of Middle East & Africa)

9.2.3.1. Saudi Arabia Home Fragrances Market Outlook

9.2.3.1.1. Market Size & Forecast

9.2.3.1.1.1. By Value

9.2.3.1.2. Market Share & Forecast

9.2.3.1.2.1. By Product Type

9.2.3.1.2.2. By Distribution Channel

9.2.3.1.3. Pricing Analysis

9.2.3.2. South Africa Home Fragrances Market Outlook

9.2.3.2.1. Market Size & Forecast

9.2.3.2.1.1. By Value

9.2.3.2.2. Market Share & Forecast

9.2.3.2.2.1. By Product Type

9.2.3.2.2.2. By Distribution Channel

9.2.3.2.3. Pricing Analysis

9.2.3.3. UAE Home Fragrances Market Outlook

9.2.3.3.1. Market Size & Forecast

9.2.3.3.1.1. By Value

9.2.3.3.2. Market Share & Forecast

9.2.3.3.2.1. By Product Type

9.2.3.3.2.2. By Distribution Channel

9.2.3.3.3. Pricing Analysis

10. SOUTH AMERICA HOME FRAGRANCES MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Distribution Channel (Store-based Retail Vs Non-Store-based Retail)

10.2.3. By Country (Colombia, Brazil, Argentina and Rest of South America)

10.2.3.1. Brazil Home Fragrances Market Outlook

10.2.3.1.1. Market Size & Forecast

10.2.3.1.1.1. By Value

10.2.3.1.2. Market Share & Forecast

10.2.3.1.2.1. By Product Type

10.2.3.1.2.2. By Distribution Channel

10.2.3.1.3. Pricing Analysis

10.2.3.2. Argentina Home Fragrances Market Outlook

10.2.3.2.1. Market Size & Forecast

10.2.3.2.1.1. By Value

10.2.3.2.2. Market Share & Forecast

10.2.3.2.2.1. By Product Type

10.2.3.2.2.2. By Distribution Channel

10.2.3.2.3. Pricing Analysis

10.2.3.3. Colombia Home Fragrances Market Outlook

10.2.3.3.1. Market Size & Forecast

10.2.3.3.1.1. By Value

10.2.3.3.2. Market Share & Forecast

10.2.3.3.2.1. By Product Type

10.2.3.3.2.2. By Distribution Channel

10.2.3.3.3. Pricing Analysis

11. MARKET DYNAMIC

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. S. C. Johnson & Son, Inc.

13.1.2. Reckitt Benckiser Group plc

13.1.3. The Procter & Gamble Company

13.1.4. Newell Brands Inc.

13.1.5. L Brands Inc.

13.1.6. The Est?e Lauder Companies Inc

13.1.7. NEST Fragrances

13.1.8. Illume Inc.

13.1.9. Seda France

13.1.10. Henkel AG & Co. KGaA

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

List Of Tables

LIST OF TABLES

Table 1: United Kingdom Home Fragrances Prices, By Select Brand, By Product Type, BY SKU, 2018

Table 2: France Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 3: Germany Macroeconomic Parameters, 2015-2017

Table 4: Germany Wholesale & Retail Industry Statistics, 2017

Table 5: Germany Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 6: Italy Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 7: Russia Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 8: Netherlands Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 9: United States Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 10: Canada Residential Construction Investment (USD Million), By Top 5 Province, 2016 & 2017

Table 11: Canada Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 12: Mexico Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 13: Japan Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 14: China Concentration of PM 2.5 in Air in Major Cities, 2017

Table 15: China Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 16: Australia Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 17: South Korea Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 18: India Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 19: Saudi Arabia Average Monthly Household Expenditure, By Expenditure Group, 2017 (USD)

Table 20: Saudi Arabia Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 21: South Africa Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 22: List of Completed Projects, By Value, By Category, 2017 (USD Million)

Table 23: UAE Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 24: Brazil Home Fragrances Price, By Select Brand, By Product Type, By SKU, 2018

Table 25: Argentina Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

Table 26: Colombia eCommerce as a Percentage of Annual Gross Domestic Product (GDP), 2015-2018E

Table 27: Colombia Home Fragrance Prices, By Select Brand, By Product Type, By SKU, 2018

List Of Figures

LIST OF FIGURES

- Figure 1: Brand Recall, 2018 (Base=200)
- Figure 2: Brand Awareness, 2018 (Base=200)
- Figure 3: Key Factors Influencing Purchase Decision, 2018, (N=200)
- Figure 4: Frequency of Usage, 2018, (N=200)
- Figure 5: Sources of Information, 2018 (Base=200)
- Figure 6: Willingness to Spend on Home Fragrances, (Base=200)
- Figure 7: Preferred Point of Purchase, 2018 (Base=200)
- Figure 8: Global Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 9: Global Flavor & Fragrance Market Share, By Value, By Region, 2018
- Figure 10: Global GDP Growth Rate, 2014-2024F
- Figure 11: Global Imports Under HS Code 330749, By Region, By Value, 2018 (USD Million)
- Figure 12: Global Home Fragrances Market Share, By Product Type, By Value, 2014–2024F
- Figure 13: Global Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F
- Figure 14: Global Home Fragrances Market Share, By Region, By Value, 2018 & 2024F
- Figure 15: Global Home Fragrances Market Share, By Region, By Value, 2014-2024F
- Figure 16: Global Home Fragrances Market Share, By Company, By Value, 2018
- Figure 17: Global Home Fragrances Market Attractiveness Index, By Product Type, By Value, 2019E-2024F
- Figure 18: Global Home Fragrances Market Attractiveness Index, By Region, By Value, 2019E-2024F
- Figure 19: Europe Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 20: Europe Trade Statistics Under HS Code 330749, By Value, 2014-2018 (USD Million)
- Figure 21: Europe Home Fragrances Market Share, By Product Type, By Value, 2014–2024F
- Figure 22: Europe Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F
- Figure 23: Europe Home Fragrances Market Share, By Country, By Value, 2014–2024F
- Figure 24: United Kingdom Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 25: United Kingdom Total Number of Households, 2013-2017 (Million)
- Figure 26: United Kingdom Home Fragrances Market Share, By Product Type, By

Value, 2014–2024F

Figure 27: United Kingdom Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 28: United Kingdom GDP per Capita, By Value, 2013-2017 (USD)

Figure 29: France Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 30: France Urban Population Share (% of Population), 2013-2017

Figure 31: France Imports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 32: France Home Fragrances Market Share, By Product Type, By Value, 2014-2024F

Figure 33: France Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 34: France Inflation rate, Average Consumer Price, 2013-2018E

Figure 35: Germany Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 36: Germany Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 37: Germany Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 38: Italy Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 39: Italy Urban Population Share (% of Population), 2013-2017

Figure 40: Italy Exports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 41: Italy Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 42: Italy Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 43: Italy GDP at Current Prices, 2013-2023F (USD Trillion)

Figure 44: Russia Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 45: Russia Urban Population Share (% of Population), 2013-2017

Figure 46: Russia Exports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 47: Russia Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 48: Russia Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 49: Russia GDP Per Capita, Current Prices, 2013-2018E (USD Units)

Figure 50: Russia Inflation Rate, By Average Consumer Prices, 2013-2018E (Percent Change)

Figure 51: Netherlands Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 52: Netherlands Urban Population Share (% of Population), 2013-2017

Figure 53: Netherlands Exports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 54: Netherlands Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 55: Netherlands Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 56: Netherlands Online Payment Method 2018

Figure 57: North America Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 58: North America GDP Growth Rate at Current Prices, 2014-2020F (%)

Figure 59: North America Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 60: North America Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 61: North America Home Fragrances Market Share, By Country, By Value, 2014–2024F

Figure 62: United States Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 63: United States Home Sales and Existing Home Inventory, 2016 & 2017 (Thousand Units)

Figure 64: United States GDP, 2014-2018E (USD Trillion)

Figure 65: United States Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 66: United States Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 67: United States Inflation (Change in %), Average Consumer Price, 2013-2017

Figure 68: Canada Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 69: Canada Urban Population Share (% of Population), 2013-2017

Figure 70: Canada New Residential Investment, By Type, 2016 & 2017 (USD Million)

Figure 71: Canada Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 72: Canada Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 73: Mexico Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 74: Mexico Urban Population Share (% of Population), 2013-2017

Figure 75: Mexico Exports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 76: Mexico Home Fragrances Market Share, By Product Type, By Value, 2014-2024F

Figure 77: Mexico Home Fragrances Market Share, By Distribution Channel, By Value,

2014-2024F

Figure 78: Mexico Population (Million), 2014-2023F

Figure 79: Mexico Total Investment, Value Added to GDP (Percentage), 2014-2023F

Figure 80: Asia-Pacific Home Fragrances Market Size, By Value (USD Million),
2014-2024F

Figure 81: Asia-Pacific Real Gross Domestic Product Growth Rate, 2013-2018E (%)

Figure 82: Asia-Pacific Home Fragrances Market Share, By Product Type, By Value,
2014-2024F

Figure 83: Asia-Pacific Home Fragrances Market Share, By Distribution Channel, By
Value, 2014-2024F

Figure 84: Asia-Pacific Home Fragrances Market Share, By Country, By Value,
2014-2024F

Figure 85: Japan Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 86: Japan Urban Population Share (% of Population), 2013-2017

Figure 87: Japan Per Capita Household Expenditure, 2013-2018 (USD)

Figure 88: Japan Home Fragrances Market Share, By Product Type, By Value,
2014-2024F

Figure 89: Japan Home Fragrances Market Share, By Distribution Channel, By Value,
2014-2024F

Figure 90: Japan E-Commerce Industry Market Size, By Value, 2013-2017 (USD Billion)

Figure 91: China Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 92: China Urban Population Share (% of Population), 2013-2017

Figure 93: China Per Capita Household Expenditure, 2013-2018 (USD)

Figure 94: China Home Fragrances Market Share, By Product Type, By Value,
2014-2024F

Figure 95: China Home Fragrances Market Share, By Distribution Channel, By Value,
2014-2024F

Figure 96: Australia Home Fragrances Market Size, By Value (USD Million),
2014-2024F

Figure 97: Australia GDP Composition, By State, 2017

Figure 98: Australia Home Fragrances Market Share, By Product Type, By Value,
2014-2024F

Figure 99: Australia Home Fragrances Market Share, By Distribution Channel, By
Value, 2014-2024F

Figure 100: Australia Region Retail Turnover, By Major Region, 2017 (USD Million)

Figure 101: South Korea Home Fragrances Market Size, By Value (USD Million),
2014-2024F

Figure 102: South Korea Urban Population Share (% of Population), 2013-2017

Figure 103: South Korea Imports under HS Code 330749, By Value, 2014-2018 (USD

Million)

Figure 104: South Korea Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 105: South Korea Home Fragrances Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 106: South Korea %age Approval Granted for New Housing Construction, By Type, 2018

Figure 107: South Korea Distribution of New Housing Projects, By Region, as of 2018

Figure 108: India Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 109: India Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 110: India Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 111: Middle East & Africa Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 112: Middle East & Africa Trade Statistics Under HS Code 330749, 2014-2018, By Value (USD Million)

Figure 113: Middle East & Africa Home Fragrances Market Share, By Product Type, By Value, 2014-2024F

Figure 114: Middle East & Africa Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 115: Middle East & Africa Home Fragrances Market Share, By Country, By Value, 2014–2024F

Figure 116: Saudi Arabia Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 117: Saudi Arabia Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 118: Saudi Arabia Home Fragrances Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 119: Saudi Arabia Pollution Index, 2013-2016

Figure 120: South Africa Home Fragrances Market Size, By Value (USD Million), 2014-2024F

Figure 121: South Africa Urban Population Share (% of Population), 2013-2017

Figure 122: South Africa Imports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 123: South Africa Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 124: South Africa Home Fragrances Market Share, By Distribution Channel, By Value, 2014–2024F

- Figure 125: South Africa GDP at Current Prices, 2014-2023F (USD Billion)
- Figure 126: UAE Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 127: UAE Growth Indicators, 2014-2018
- Figure 128: UAE Home Fragrances Market Share, By Product Type, By Value, 2014–2024F
- Figure 129: UAE Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F
- Figure 130: South America Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 131: South America Real GDP Growth Rate, 2016-2023F
- Figure 132: South America Home Fragrances Market Share, By Product Type, By Value, 2014–2024F
- Figure 133: South America Home Fragrances Market Share, By Distribution Channel, By Value, 2014-2024F
- Figure 134: South America Home Fragrances Market Share, By Country, By Value, 2014–2024F
- Figure 135: Brazil Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 136: Brazil Urban Population Share (% of Population), 2013-2017
- Figure 137: Brazil Inflation Rate, Y-O-Y %, 2016-2021F
- Figure 138: Brazil Home Fragrances Market Share, By Product Type, By Value, 2014–2024F
- Figure 139: Brazil Home Fragrances Market Share, By Distribution Channel, By Value, 2014–2024F
- Figure 140: Population of Brazil, By State, 2017 (Million)
- Figure 141: Argentina Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 142: Argentina Urban Population Share (% of Population), 2013-2017
- Figure 143: Argentina Exports under HS Code 330749, By Value, 2014-2018 (USD Million)
- Figure 144: Argentina Home Fragrances Market Share, By Product Type, By Value, 2014–2024F
- Figure 145: Argentina Home Fragrances Market Share, By Distribution Channel, By Value, 2014–2024F
- Figure 146: Argentina GDP, By Value, 2013-2023F (USD Billion)
- Figure 147: Colombia Home Fragrances Market Size, By Value (USD Million), 2014-2024F
- Figure 148: Colombia Urban Population Share (% of Population), 2013-2017
- Figure 149: Colombia, Imports under HS Code 330749, By Value, 2014-2018 (USD Million)

Figure 150: Colombia Home Fragrances Market Share, By Product Type, By Value, 2014–2024F

Figure 151: Colombia Home Fragrances Market Share, By Distribution Channel, By Value, 2014–2024F

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