

India Air Freshener Market By Product Type (Spray/Aerosols, Electric Air Fresheners, Gels, Others), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

India Air Freshener Market was valued at USD 368.34 Million in 2024 and is expected to reach USD 488.98 Million by 2030 with a CAGR of 4.84% during the forecast period. The India Air Freshener Market is experiencing growth due to increasing urbanization, rising disposable incomes, and heightened awareness of indoor air quality. The demand for air fresheners is driven by both residential and commercial sectors. The market is also being influenced by innovations in fragrance offerings and packaging. Additionally, the growing preference for eco-friendly and natural products is contributing to market expansion. Leading brands in the sector are focusing on improving customer experience and offering a variety of scents to cater to diverse preferences.

Key Market Drivers

Urbanization and Changing Lifestyles

Urbanization is one of the key drivers of the India Air Freshener Market. India's urban population, which was 31.1% of the total in Census 2011, is projected to rise to 35-37% in Census 2024, reflecting the country's rapid urbanization. As more people migrate to cities, the demand for air fresheners rises, driven by the need for cleaner, fresher air in urban environments. Increased air pollution and lack of proper ventilation in urban spaces have made air fresheners a necessity. Additionally, as more households adopt modern lifestyles, there is a growing trend of using air fresheners to enhance home ambiance. Urban centers, with their busy lifestyles, have seen a shift in consumer

preference toward convenient and effective products, contributing to market growth. The rise of nuclear families and working professionals further accelerates the use of such products in homes and offices.

Growing Disposable Incomes and Affordability

As disposable incomes rise across India, more consumers are able to afford air fresheners, expanding the market base. Middle-class households, in particular, are increasingly spending on lifestyle products, including air fresheners. India's total disposable personal income reached USD 345.29 billion in 2023, up from USD 318.49 billion in 2022. Economic growth, especially in tier 2 and tier 3 cities, has increased consumer spending on comfort and convenience. This has led to a growing demand for air fresheners not only for practical purposes, such as odor removal, but also as a luxury or premium product for creating a pleasant atmosphere at home or in vehicles. The affordability of various air freshener options, ranging from budget-friendly sprays to premium automatic dispensers, has made them accessible to a wide range of consumers.

Increased Focus on Health and Wellness

There is a growing emphasis on health and wellness among Indian consumers, which has positively impacted the air freshener market. As people become more health-conscious, they are seeking natural and chemical-free air fresheners that promote well-being rather than simply masking odors. Consumers are increasingly drawn to air fresheners made from essential oils, natural ingredients, and eco-friendly materials, which are perceived as safer for health, especially in households with children and pets. This shift toward healthier, organic alternatives has led to the development of innovative products, further stimulating market growth.

Key Market Challenges

High Competition and Price Sensitivity

The India Air Freshener Market faces intense competition, with numerous local and international brands offering a variety of products. This high level of competition makes it challenging for companies to maintain a strong market presence and differentiate their offerings. Price sensitivity is another significant challenge, especially in the budget-conscious Indian market. Consumers often prioritize affordable options over premium-priced products, which limits the profitability of manufacturers. To combat this, brands

are focusing on providing value-for-money options and engaging in promotional strategies. However, competing on price without compromising on quality or fragrance can be a tough balance for many companies in the sector.

Regulatory and Environmental Concerns

The air freshener market in India also faces regulatory challenges, as there is growing scrutiny regarding the ingredients used in air fresheners. With increasing awareness about the harmful effects of certain chemicals used in these products, there is pressure on manufacturers to develop safer, eco-friendly alternatives. Additionally, there are concerns about the environmental impact of disposable air fresheners, which often contain non-biodegradable components. The regulatory landscape is evolving, and companies must adhere to new standards regarding product formulations and packaging. This adds complexity and costs to manufacturing, making it challenging for brands to meet regulatory requirements while remaining competitive in the market.

Key Market Trends

Shift Toward Eco-Friendly and Natural Products

A prominent trend in the India Air Freshener Market is the growing preference for eco-friendly and natural products. Consumers are increasingly aware of environmental concerns, leading to a shift away from synthetic chemicals and toward natural ingredients. This trend is driven by the desire to minimize exposure to harmful substances while promoting sustainability. Brands are responding by offering air fresheners made with essential oils, plant-based ingredients, and biodegradable packaging. The popularity of such products is also enhanced by the rise of eco-conscious consumers who prioritize green solutions in their purchases. Companies are now focusing on reducing their carbon footprints and using renewable resources, in line with this trend, to cater to the environmentally aware demographic.

Premiumization and Innovation in Product Offerings

The India Air Freshener Market is also witnessing a trend toward premiumization. Consumers, particularly in urban areas, are increasingly willing to spend more on high-quality air fresheners that offer unique scents, long-lasting effects, and innovative features. This has led to the rise of products such as automatic dispensers, diffusers, and multi-scent systems that provide a premium, customized experience. Innovations in fragrance offerings, such as exotic or multi-layered scents, are gaining traction. Brands

are also introducing technology-driven solutions like smart air fresheners that can be controlled via mobile apps, allowing consumers to personalize their air-freshening experience. The demand for such premium products is growing as consumers look for enhanced convenience and a more luxurious atmosphere in their homes and workplaces.

Growth in Car Air Fresheners

Car air fresheners are a growing segment of the Indian air freshener market. With rising car ownership and long commutes, consumers are increasingly seeking ways to enhance the in-car experience. This trend is driving the demand for a wide range of air fresheners specifically designed for vehicles, including hanging, vent clip, and gel-based options. The market for car air fresheners is expanding as consumers desire products that provide a pleasant aroma while removing odors. Additionally, fragrances that are designed to cater to specific moods or environments, such as calming or energizing scents, are becoming increasingly popular in this segment. The expanding middle class, along with increased disposable income, is expected to further fuel this trend.

Segmental Insights

Product Type Insights

The Spray/Aerosol segment dominated the India Air Freshener Market due to its widespread availability, ease of use, and immediate effectiveness. Aerosol air fresheners are highly favored for their convenience, quick release of fragrance, and affordability, making them popular among both urban and rural consumers. This segment is also driven by a variety of fragrance options, catering to diverse preferences, from floral to fresh scents. Additionally, the compact nature and portability of spray air fresheners make them ideal for use in homes, offices, and vehicles, further contributing to their dominance in the market.

Regional Insights

The North region of India holds a dominant position in the Air Freshener Market, driven by higher urbanization, increased disposable incomes, and a growing middle class. Key cities like Delhi, Chandigarh, and Jaipur have witnessed a surge in consumer demand for air fresheners, particularly in residential, commercial, and automotive segments. The region's modern lifestyle and higher awareness about indoor air quality further fuel the preference for air freshening products. Additionally, North India has a larger

concentration of retail outlets and e-commerce platforms, making air fresheners more accessible, contributing to the region's significant market share.

Key Market Players

The Procter & Gamble Company

S.C. Johnson & Son Inc.

Reckitt Benckiser Group PLC

Henkel AG & Co. KGaA

Church & Dwight Co., Inc.

Godrej Industries Group

S.T. Corporation

Dabur India Ltd

Amway Corporation

Vanesa Care Pvt. Ltd.

Report Scope:

In this report, the India Air Freshener Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Air Freshener Market, By Product Type:

Spray/Aerosols

Electric Air Fresheners

Gels

Others

India Air Freshener Market, By Sales Channel:

Supermarket/Hypermarket

Convenience Stores

Online

Others

India Air Freshener Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Air Freshener Market.

Available Customizations:

India Air Freshener Market report 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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