

# Laundry Scent Booster Market: Current Analysis and Forecast (2024-2032)

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## Abstracts

Laundry scent boosters are products that are aimed at amplifying the fragrance of washed clothes by adding pleasant, lasting smells during the wash cycle. These are available in the market in the form of beads or liquids or in the form of sheets, which are usually mixed with detergent to provide an extra layer of fragrance that can last for several washes. They are extensively used in homes, hotels, hospitals, and in places where clean and fresh clothes and other fabrics are needed. They come in different fragrances such as floral, fruits, fresh, and even no scent for those people who are allergic. These scent boosters release the fragrance particles during the wash, which attach themselves to the fabric fiber. As the market trends show that consumers are opting for products that are of better quality and have an environmentally friendly nature, the brands are adding biodegradable and plant-based boosters. These products have thus found their way into the retail and e-commerce markets because they are convenient and perform well.

The Laundry Scent Booster Market is expected to grow with a significant CAGR of 9.7% during the forecast period (2024-2032). The laundry scent boosters market is rising due to the need for a better laundry experience by consumers looking for long-lasting scents and care of the fabric. This is due to increased disposable income, particularly in the developing countries, where customers are willing to spend on expensive laundry products. Increased awareness by consumers of the use of environmentally friendly products containing plant extracts increases demand. Moreover, advancements in technology and the availability of e-commerce platforms, along with increasing retail distribution networks, have boosted the availability of scent boosters. The hospitality industry and the healthcare industry further accelerate market growth as they necessitate hygienically washed and ironed linen and garments.

Based on forms, the market is segmented into beads, liquid, and others. Currently, the bead-based laundry scent boosters market has the highest market share within the laundry scent boosters market as its fragrance has a long-lasting effect and can be used in all types of washing machines, including high-efficiency machines. Beads are also used due to their easy application during the wash cycle. However, the liquid-based laundry scent boosters market is projected to be the fastest-growing in the future due to its characteristics, such as adjustable fragrance concentration, environment-friendly formulations, and solubility in cold water. As environmentally friendly items are becoming popular, liquid-based scent boosters are gaining popularity among consumers who opt for sustainability.

Based on the fragrances category, the market is bifurcated into floral, fruity, sweet, clean, and others. Among these, clean fragrances have the largest share in the laundry scent boosters' market because it is a fresh, neutral scent that appeals to the majority of consumers for daily use. Clean fragrances have a certain image of purity, and that is why they are popular among different consumers. However, the fruity segment is expected to be the fastest-growing in the future due to the shift of consumers towards fresh and natural flavors.

Based on the end-user category, the market is segmented into residential consumers, commercial consumers, and industrial consumers. Out of these, the largest market share is held by the residential consumers segment, as scent boosters are widely used in the household laundry, where customers look forward to getting better fragrances and quality every day. The easy accessibility of the products in retail shops and online markets has also fueled this segment. However, the commercial consumer segment is expected to grow tremendously due to the high usage of these products in the hospitality and healthcare sectors.

Based on the sales channel, the market is segmented into online sales and offline sales. Currently, there is a higher market share of offline channels, as the laundry scent boosters market has been developed by major stores, including Walmart and grocery stores, where consumers can see and touch the product as well as compare it with others. Moreover, the advantage of buying the product on the spot during the store visit further leads to market growth. However, the fastest growth is expected in the online sales channel because of home-shopping convenience, subscription services, and the growing popularity of Internet sites such as Amazon and other branded websites.

For a better understanding of the market, the growth of the laundry scent booster market is analyzed based on their worldwide demand in regions such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, France, U.K., Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. The Asia-Pacific region is expected to have the highest growth in the future. This growth is driven by rising urbanization and middle-class growth. Countries like China, India, and Southeast Asia are experiencing higher disposable incomes, leading to greater demand for premium laundry care products. Additionally, the innovation and development of sustainable solutions in the laundry care industry are boosting the laundry scent booster market.

Some of the major players operating in the market include Arm & Hammer (Church & Dwight Co., Inc.), Buff City Soap, Feel Good, Gain (The Procter & Gamble Company), Purex Crystals (Henkel Corporation), Nellie's, Laundry Sauce Inc., Mrs. Meyer's Clean Day (S. C. Johnson & Son, Inc.), ECOS (Earth Friendly Products), Sheets Laundry Club Inc.

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