

# **Air Care Market Size, Trends, Analysis, and Outlook By Type (Air freshener sprays, Electric air fresheners, Car air fresheners, Air freshener gels, Others), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Air Care Market Size is valued at \$12.8 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.1% to reach \$17.7 Billion by 2032.

The air care market is expanding due to rising consumer awareness of indoor air quality and the impact of air pollution. The trend towards eco-friendly and natural air care products is driving market growth for air fresheners and purifiers. Innovations in formulation, technology, and packaging are enhancing market potential, prompting manufacturers to develop diverse air care solutions that cater to different consumer needs.

### **Air Care Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Air Care survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Air Care industry.

### **Key market trends defining the global Air Care demand in 2025 and Beyond**

The Air Care industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns,

new product launches, and widening distribution channels will play major roles.

### Air Care Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Air Care industry

Leading Air Care companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Air Care companies.

### Air Care Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Air Care Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Air Care industry report provides a detailed analysis and outlook of revenue

generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Air Care Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Air Care Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Air Care market segments. Similarly, strong market demand encourages Canadian Air Care companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Air Care Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Air Care industry remains the major market for companies in the European Air Care industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Air Care market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

### Asia Pacific Air Care Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Air Care in Asia Pacific. In particular,

China, India, and South East Asian Air Care markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

#### Latin America Air Care Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

#### Middle East and Africa Air Care Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Air Care market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Air Care.

#### Air Care Company Profiles

The global Air Care market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Air Delights Inc, Church and Dwight Co. Inc, Dabur India Ltd, Dyson Group Co., Eureka Forbes Ltd, Farcent Enterprise Co. Ltd, Fellowes Inc, Godrej Consumer Products Ltd, Guangzhou Haike Electronics Technology Co. Ltd, Hamilton Beach Brands Holding Co., Henkel AG & Co. KGaA, KENT RO Systems Ltd, Kobayashi Pharmaceutical Co. Ltd, M S George Ltd, MidasCare Pharmaceuticals Pvt. Ltd, N Ranga Rao and Sons Pvt. Ltd, Newell Brands Inc, Reckitt Benckiser Group Plc, S.C. Johnson and Son Inc, The Procter & Gamble Company (P&G).

#### Recent Air Care Market Developments

The global Air Care market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Air Care Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Type

Air freshener sprays

Electric air fresheners

Car air fresheners

Air freshener gels

Others

By Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Air Delights Inc

Church and Dwight Co. Inc

Dabur India Ltd

Dyson Group Co.

Eureka Forbes Ltd

Farcent Enterprise Co. Ltd

Fellowes Inc

Godrej Consumer Products Ltd

Guangzhou Haike Electronics Technology Co. Ltd

Hamilton Beach Brands Holding Co.

Henkel AG & Co. KGaA

KENT RO Systems Ltd

Kobayashi Pharmaceutical Co. Ltd

M S George Ltd

MidasCare Pharmaceuticals Pvt. Ltd

N Ranga Rao and Sons Pvt. Ltd

Newell Brands Inc

Reckitt Benckiser Group Plc

S.C. Johnson and Son Inc

The Procter & Gamble Company (P&G)

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. AIR CARE MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Air Care Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Air Care Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Air Care Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Air Care Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Air Care Market Outlook to 2032

### **CHAPTER 5: AIR CARE MARKET DYNAMICS**

*Air Care Market Size, Trends, Analysis, and Outlook By Type (Air freshener sprays, Electric air fresheners, Ca...*



- 5.1 Key Air Care Market Trends
- 5.2 Potential Air Care Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL AIR CARE MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Type
  - Air freshener sprays
  - Electric air fresheners
  - Car air fresheners
  - Air freshener gels
  - Others
- Distribution Channel
  - Offline
  - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA AIR CARE MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Type
  - Air freshener sprays
  - Electric air fresheners
  - Car air fresheners
  - Air freshener gels
  - Others
- Distribution Channel
  - Offline
  - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Air Care Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Air Care Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Air Care Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE AIR CARE MARKET ANALYSIS AND OUTLOOK TO 2032**

## 8.1 Europe Market Outlook by Segments, 2021- 2032

### 8.2 Type

Air freshener sprays

Electric air fresheners

Car air fresheners

Air freshener gels

Others

Distribution Channel

Offline

Online

## 8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Air Care Market Size Forecast, 2021- 2032

8.3.2 France Air Care Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Air Care Market Size Forecast, 2021- 2032

8.3.4 Spain Air Care Market Size Forecast, 2021- 2032

8.3.5 Italy Air Care Market Size Forecast, 2021- 2032

8.3.6 Russia Air Care Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Air Care Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC AIR CARE MARKET ANALYSIS AND OUTLOOK TO 2032**

## 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

### 9.2 Type

Air freshener sprays

Electric air fresheners

Car air fresheners

Air freshener gels

Others

Distribution Channel

Offline

Online

## 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Air Care Market Size Forecast, 2021- 2032

9.3.2 India Air Care Market Size Forecast, 2021- 2032

9.3.3 Japan Air Care Market Size Forecast, 2021- 2032

9.3.4 South Korea Air Care Market Size Forecast, 2021- 2032

9.3.5 Australia Air Care Market Size Forecast, 2021- 2032

9.3.6 South East Asia Air Care Market Size Forecast, 2021- 2032

### 9.3.7 Rest of Asia Pacific Air Care Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA AIR CARE MARKET ANALYSIS AND OUTLOOK TO 2032**

### 10.1 South America Market Outlook by Segments, 2021- 2032

#### 10.2 Type

Air freshener sprays

Electric air fresheners

Car air fresheners

Air freshener gels

Others

Distribution Channel

Offline

Online

### 10.3 South America Market Outlook by Country, 2021- 2032

#### 10.3.1 Brazil Air Care Market Size Forecast, 2021- 2032

#### 10.3.2 Argentina Air Care Market Size Forecast, 2021- 2032

#### 10.3.3 Rest of South America Air Care Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA AIR CARE MARKET ANALYSIS AND OUTLOOK TO 2032**

### 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

#### 11.2 Type

Air freshener sprays

Electric air fresheners

Car air fresheners

Air freshener gels

Others

Distribution Channel

Offline

Online

### 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

#### 11.3.1 Saudi Arabia Air Care Market Size Forecast, 2021- 2032

#### 11.3.2 The UAE Air Care Market Size Forecast, 2021- 2032

#### 11.3.3 Rest of Middle East Air Care Market Size Forecast, 2021- 2032

#### 11.3.4 South Africa Air Care Market Size Forecast, 2021- 2032

#### 11.3.4 Rest of Africa Air Care Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Air Delights Inc

Church and Dwight Co. Inc

Dabur India Ltd

Dyson Group Co.

Eureka Forbes Ltd

Farcent Enterprise Co. Ltd

Fellowes Inc

Godrej Consumer Products Ltd

Guangzhou Haike Electronics Technology Co. Ltd

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MidasCare Pharmaceuticals Pvt. Ltd

N Ranga Rao and Sons Pvt. Ltd

Newell Brands Inc

Reckitt Benckiser Group Plc

S.C. Johnson and Son Inc

The Procter & Gamble Company (P&G)

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

## List Of Figures

### LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Air Care Market Outlook by Type, 2021- 2032
- Figure 6: Global Air Care Market Outlook by Application, 2021- 2032
- Figure 7: Global Air Care Market Outlook by Region, 2021- 2032
- Figure 8: North America Air Care Market Snapshot, Q4-2024
- Figure 9: North America Air Care Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Air Care Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Air Care Market Share by Country, 2023
- Figure 12: Europe Air Care Market Snapshot, Q4-2024
- Figure 13: Europe Air Care Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Air Care Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Air Care Market Share by Country, 2023
- Figure 16: Asia Pacific Air Care Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Air Care Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Air Care Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Air Care Market Share by Country, 2023
- Figure 20: South America Air Care Market Snapshot, Q4-2024
- Figure 21: South America Air Care Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Air Care Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Air Care Market Share by Country, 2023
- Figure 24: Middle East and Africa Air Care Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Air Care Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Air Care Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Air Care Market Share by Country, 2023
- Figure 28: United States Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Air Care Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Air Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation
Table 2: Global Air Care Market Size Outlook, \$Million, 2021 to 2032
Table 3: Low Case Scenario Forecasts
Table 4: Reference Case Scenario Forecasts
Table 5: High Growth Scenario Forecasts
Table 6: Global Air Care Market Size Outlook by Segments, 2021- 2032
Table 7: Global Air Care Market Size Outlook by Region, 2021- 2032
Table 8: Country Mapping, 2023 vs. 2032
Table 9: North America- Air Care Market Outlook by Type, 2021- 2032
Table 10: North America- Air Care Market Outlook by Country, 2021- 2032
Table 11: Europe - Air Care Market Outlook by Type, 2021- 2032
Table 12: Europe - Air Care Market Outlook by Country, 2021- 2032
Table 13: Asia Pacific - Air Care Market Outlook by Type, 2021- 2032
Table 14: Asia Pacific - Air Care Market Outlook by Country, 2021- 2032
Table 15: South America- Air Care Market Outlook by Type, 2021- 2032
Table 16: South America- Air Care Market Outlook by Country, 2021- 2032
Table 17: Middle East and Africa - Air Care Market Outlook by Type, 2021- 2032
Table 18: Middle East and Africa - Air Care Market Outlook by Country, 2021- 2032
Table 19: Business Snapshots of Leading Air Care Companies
Table 20: Product Profiles of Leading Air Care Companies
Table 21: SWOT Profiles of Leading Air Care Companies

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