

Air Freshener Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030

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Abstracts

The Air Freshener market is a large and high-potential growth industry. In 2023, the market is poised to register positive year-on-year growth over 2022. Further, the Air Freshener market size maintains a super-linear growth trajectory, registering continuous expansion from 2023 to 2030.

As we enter the late half of 2023, the Air Freshener industry is poised for significant growth and transformation. The “Air Freshener Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Data Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030” report details the definition and advantages of Air Freshener.

Overview of the Air Freshener Industry in 2023

The accelerating development of the industry is driven by a widening application base, R&D investment in new product development, competitive strategies focusing on expanding into niche segments, and potential growth prospects for Air Freshener Companies in developing countries.

The Air Freshener Insights Report provides key market size and share outlook, short-term and long-term trends, potential opportunities, analytical models, current market conditions, scenario analysis, post-COVID analysis, competitive landscape, company profiles, and market news and developments.

Air Freshener Market Size, Share, and Trend Analysis

The global Air Freshener market plays a major role in the global electronics and semiconductors industry. The report provides a comprehensive and in-depth analysis of different segments across the industry.

Further, potential types, applications, products, and other Air Freshener segments are analyzed in the market study.

Air Freshener Market Statistics- Current status of the Air Freshener industry and the key statistics for 2023 are provided in detail.

Strategic Analysis of Air Freshener Industry- Competitive analysis, vendor landscape, SWOT profiles, and product profiles are included.

Market Trends and Insights- The Air Freshener Insights report provides a detailed examination of key market trends, drivers, and their impact on demand. Further, the increasing importance of Air Freshener across industries is discussed.

Market Developments- Mergers, acquisitions, product launches, capacity expansion plans, and other developments announced by leading Air Freshener companies are included in the study.

Air Freshener Market Opportunities- Potential growth opportunities and quantitative comparison of different segments to provide an assessment of diverse opportunities in the industry.

Regional analysis- Further, a geographical analysis of the Air Freshener industry, highlighting key markets and their growth prospects is included. The market size across six regions including North America, Asia Pacific, Europe, South America, the Middle East, and Africa is forecast to 2030.

Analytical Frameworks

The Air Freshener insights report uses multiple analytical frameworks for analyzing the global Air Freshener industry. The tools include- Industry SWOT, Porter's Five Forces Analysis, PESTLE analysis, scenario analysis, and others.

Industry SWOT- The report identifies the key strengths, weaknesses, opportunities, and threats facing the global markets in 2023 and beyond.

Scenario analysis- 4 scenarios for the long-term future based on the global economy are analyzed.

Porter's Five Forces Analysis- The report quantifies Porter's five forces analysis to assess the market attractiveness using the weighted average of the Bargaining power of buyers, Bargaining power of suppliers, Threat of substitutes, Threat of new entrants, and intensity of competitive rivalry.

PESTLE Analysis- Six segments of the general environment surrounding the Air Freshener industry including political, economic, social, technological, environmental, and legal factors are briefed.

Future Air Freshener Growth Outlook and Opportunities

The chapter provides a detailed analysis of market size, growth rate, revenue trends, and volume analysis over the historical period from 2018 up to 2022. Projection of the future growth prospects and opportunities in the Air Freshener industry along with insights into each of the potential market segments is included in the study. Further, the evaluation of factors driving market growth across markets is provided. In addition, the latest technological advancements and an analysis of the impact of these advancements on the performance, reliability, and efficiency of products are included.

Market Dynamics- Impact Analysis and Post-COVID Outlook of Air Freshener Industry

Optimistic economic conditions are observed in H2-2023 across multiple scenarios. The current edition of the Air Freshener Market Study identifies brighter views for 2023 and an increasingly optimistic global outlook over the forecast period.

However, the market is also constrained by challenges of geopolitical instability and conflicts with the Russia-Ukraine war and inflation conditions in the US and other markets, and rising interest rates continue to restrain the market growth prospects.

The four case scenarios considered for countries in the study are -

Sluggish economic growth, with emphasis on savings and low expenditure

Despite growth fluctuations, consumer confidence remains robust and gains continue for companies

Investments in technology deployment and productive investments

Stronger consumer demand and higher investments supporting solid growth

Air Freshener Market Trends- Emerging markets present strong growth prospects

According to the World Bank, over 85% of the world's population lives in the Asia Pacific, the Middle East and Africa (MEA), or South America. An increasing volume of companies are expanding their production and marketing bases to these countries as the consumption power of individuals continues to strengthen.

Several new market entrants are targeting niche economically attractive Air Freshener segments when expanding into these markets. We anticipate the Air Freshener sales growth in developing countries to continue to accelerate rapidly over the forecast period.

North America Air Freshener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The past few quarters have been encouraging for North American Air Freshener market suppliers. A large number of Air Freshener companies are reporting profitability after several quarters of margin declines. Focus on increasing operational efficiency, capturing niche market opportunities, and others are widely observed. The North American Air Freshener industry research identifies the key market trends, driving forces, and growth opportunities across 3 countries including the United States, Canada, and Mexico markets.

Europe Air Freshener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Leading European Air Freshener companies are focusing on customer orientation, sustainable supply chains, and economic value creation to succeed in long-term market conditions. As Asian manufacturers enter the European markets, the region's electronics and semiconductors sector is undergoing a paradigm shift. The European Air Freshener industry is also facing the significant impact of the Russia-Ukraine war.

The insights report analyzes the Western European Air Freshener countries including Germany, France, Spain, the United Kingdom, Italy, and other European countries including Russia, Turkey, and others.

Asia Pacific Air Freshener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Economic growth and shifting consumer preferences are set to shape the future of the Asia Pacific Air Freshener industry. Leading companies in China, India, Japan, South Korea, Australia, Indonesia, South East Asia, and other regions are focusing on rapid business expansion through new product launches. The Air Freshener insights report provides the market size outlook across these countries from 2018 to 2030.

South America Air Freshener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

South American countries including Brazil, Argentina, Chile, and others continue to demonstrate robust value-creation potential through 2030. Both traditional players and new start-ups are spending more on expanding products to niche consumer segments. Increasing urbanization, infrastructure development, and improving disposable incomes are likely to drive the market outlook over the forecast period.

Middle East and Africa Air Freshener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The Middle East and African regions have a growing population, increasing urbanization, and improving standards of living, all of which contribute to the rising Air Freshener demand. Further, Sustainability and environmental concerns are gaining prominence in the GCC region. In Africa, vehicle sales continued an upward trend and the rapid growth in infrastructure in the African region enables Air Freshener companies to generate significant business growth in the medium to long-term future.

Competitive Insights

The landscape of the industry is shifting, moving away from traditional competition between peers and embracing new forms of competitive interactions. There is an increasing trend among companies from building products to building businesses. Companies are investing in developing new growth opportunities with market leaders increasingly focused on building and scaling up new businesses.

The Air Freshener insights report provides a competitive analysis of the industry in 2023. The business profiles of the leading 10 companies are profiled in the study along with their SWOT profile, financials, products and services, and market developments. In addition, an evaluation of the competitive landscape, including major players, market share, and strategies adopted by key manufacturers is provided in the research study. The report also identifies the most prominent challenges and potential growth barriers faced by leading companies.

Report scope

Data for 13 years: Historic data from 2018 to 2022 and industry forecasts from 2023 to 2030

3 Parameters- Value, Volume, and Pricing Data

6 Regions- Asia Pacific, Europe, North America, South America, Middle East, Africa

27 Countries: United States, Canada, Mexico, Germany, France, Spain, United Kingdom, Italy, Russia, Turkey, Rest of Europe, China, India, Japan, South Korea, Australia, Indonesia, South East Asia, Saudi Arabia, United Arab Emirates, Rest of Middle East, South Africa, Egypt, Rest of Africa, Brazil, Argentina, Other South America

10 Companies- Leading companies with detailed profiles

5 Models- Scenario analysis, Porter's five forces, Industry SWOT, Pricing analysis, PESTLE

8 Market Dynamics- Trends, Drivers, Growth Restraints, Opportunities

Unique Additions to the current edition-

Impact of market developments including the Russia- Ukraine War, inflation across countries, supply-chain conditions, labor-market pressures, recession, trade, and other global factors

Pricing Analysis across types, applications, and countries for 2023 and industry Forecasts to 2030

electronics and semiconductors industry trends and market forecasts

Driving forces supporting the Air Freshener sales in each of the 24 countries

Complimentary Excel spreadsheet and print authentication for a single-user license

Key Questions answered in this report-

1. What are the key regions in the global Air Freshener industry?
2. Who are the major companies or key players operating in the global Air Freshener industry?
3. What has been the impact of COVID-19 on the global Air Freshener industry?
4. What is the projected compound annual growth rate (CAGR) of the global Air Freshener market size for the period 2023-2028?
5. What are the key factors driving the growth of the global Air Freshener industry?
6. How is the global Air Freshener industry segmented based on product types?
7. What are the emerging trends and opportunities in the global Air Freshener industry?
8. What are the challenges and obstacles faced by the global Air Freshener market?
9. What are the competitive landscape and strategies of global Air Freshener companies?
10. What are the innovations and advancements in product development within the global Air Freshener industry?
11. What are the strategies adopted by key players in the global Air Freshener market to maintain a competitive edge?

12. How is the global Air Freshener industry expected to evolve in terms of demand and market dynamics in the coming years?

Contents

1 FOREWORD

2 EXECUTIVE SUMMARY

- 2.1 Key Findings, 2023
- 2.2 Market Overview
- 2.3 Market Highlights

3 REPORT GUIDE

- 3.1 Study Scope and Objectives
- 3.2 Market Segmentation
- 3.3 Methodology and Sources
- 3.4 Primary and Secondary Data Sources
- 3.5 Market Estimation- Data Triangulation
- 3.6 Forecast Methodology
- 3.7 Key Assumptions

4 INTRODUCTION

- 4.1 Market Definition and Evolution
- 4.2 Historical Market Size and Trends, 2018- 2022
- 4.3 Forecast Market Size, 2023- 2030
- 4.4 Industry Value Chain Analysis
- 4.5 Porter's Five Forces Analysis

5 MARKET ASSESSMENT

- 5.1 Post-COVID-19 Growth Prospects for the Air Freshener Industry
- 5.2 Likely Case – Industry Forecasts
- 5.3 Optimistic Case- Industry Forecasts
- 5.4 Pessimistic Case- Industry Forecasts
- 5.5 Market Dynamics-
- 5.6 Drivers
- 5.7 Trends
- 5.8 Opportunities

5.9 Challenges

6 AIR FRESHENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

6.1 Global Air Freshener Growth Outlook by Type, \$ Million, 2018- 2022, 2023- 2030

6.2 Global Air Freshener Growth Outlook by Product, \$ Million, 2018- 2022, 2023- 2030

6.3 Global Air Freshener Growth Outlook by Application, \$ Million, 2018- 2022, 2023- 2030

7 NORTH AMERICA AIR FRESHENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

7.1 North America Air Freshener Industry Current Market Conditions, 2023

7.2 North America Air Freshener Market Trends and Opportunities

7.3 North America Air Freshener Growth Outlook by Type

7.4 North America Air Freshener Growth Outlook by Product

7.5 North America Air Freshener Growth Outlook by Application

7.6 North America Air Freshener Market Size Outlook by Country

7.7 United States Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

7.8 Canada Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

7.9 Mexico Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

8 EUROPE AIR FRESHENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

8.1 Europe Air Freshener Industry Current Market Conditions, 2023

8.2 Europe Air Freshener Market Trends and Opportunities

8.3 Europe Air Freshener Growth Outlook by Type

8.4 Europe Air Freshener Growth Outlook by Product

8.5 Europe Air Freshener Growth Outlook by Application

8.6 Europe Air Freshener Market Size Outlook by Country

8.7 Germany Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

8.8 France Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

8.9 United Kingdom Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

8.10. Italy Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

8.11 Spain Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

8.12 Rest of Europe Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

9 ASIA PACIFIC AIR FRESHENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 9.1 Asia Pacific Air Freshener Industry Current Market Conditions, 2023
- 9.2 Asia Pacific Air Freshener Market Trends and Opportunities
- 9.3 Asia Pacific Air Freshener Growth Outlook by Type
- 9.4 Asia Pacific Air Freshener Growth Outlook by Product
- 9.5 Asia Pacific Air Freshener Growth Outlook by Application
- 9.6 Asia Pacific Air Freshener Growth Outlook by Country
- 9.7 China Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 9.8 Japan Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 9.9 India Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 9.10. Australia Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 9.11 South Korea Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 9.12 South East Asia Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 9.13 Rest of Asia Pacific Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

10 SOUTH AMERICA AIR FRESHENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 10.1 South America Air Freshener Industry Current Market Conditions, 2023
- 10.2 South America Air Freshener Market Trends and Opportunities
- 10.3 South America Air Freshener Growth Outlook by Type
- 10.4 South America Air Freshener Growth Outlook by Product
- 10.5 South America Air Freshener Growth Outlook by Application
- 10.6 South America Air Freshener Growth Outlook by Country
- 10.7 Brazil Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 10.8 Argentina Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 10.9 Rest of South America Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

11 MIDDLE EAST AND AFRICA AIR FRESHENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 11.1 Middle East and Africa Air Freshener Industry Current Market Conditions, 2023
- 11.2 Middle East and Africa Air Freshener Market Trends and Opportunities
- 11.3 Middle East and Africa Air Freshener Growth Outlook by Type
- 11.4 Middle East and Africa Air Freshener Growth Outlook by Product
- 11.5 Middle East and Africa Air Freshener Growth Outlook by Application
- 11.6 Middle East and Africa Air Freshener Growth Outlook by Country

- 11.7 Saudi Arabia Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 11.8 United Arab Emirates Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 11.9 South Africa Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 11.10. Rest of Middle East Air Freshener Market Size Outlook, \$ Million, 2018 to 2030
- 11.11 Rest of Africa Air Freshener Market Size Outlook, \$ Million, 2018 to 2030

12 COMPETITIVE LANDSCAPE

- 12.1 Competitive Scenario
- 12.2 Key Players
- 12.3 Company Profiles of Leading 10 Companies
- 12.4 Company Snapshot
- 12.5 Business Description of Leading Air Freshener Companies
- 12.6 Air Freshener Companies- Products and Services
- 12.7 Air Freshener Companies- SWOT Analysis
- 12.8 Financial Profile

13 APPENDIX

- 13.1 List of Charts and Tables
 - 13.2 Sources and Methodology
 - 13.3 Conclusion and Future Remarks
- Tables and Charts
- Table 1: Global Air Freshener Statistics, 2023
 - Exhibit 2: Research Methodology
 - Exhibit 3: Forecast Methodology
 - Table 4: Global Air Freshener Market Size Forecast, 2021- 2030
 - Exhibit 5: Global Air Freshener Outlook, year-on-year, %, 2021- 2030
 - Table 6: Global Air Freshener Outlook by Type, \$ Million, 2021- 2030
 - Table 7: Global Air Freshener Outlook by Product, \$ Million, 2021- 2030
 - Table 8: Global Air Freshener Outlook by Application, \$ Million, 2021- 2030
 - Exhibit 9: Porter's Framework
 - Exhibit 10: SWOT Profile
 - Exhibit 11: Growth Outlook Scenario Analysis
 - Table 12: North America Air Freshener Outlook by Type, 2021-2030
 - Table 13: North America Air Freshener Outlook by Application, 2021-2030
 - Table 14: North America Air Freshener Outlook by Product, 2021-2030
 - Table 15: North America Air Freshener Outlook by Country, 2021-2030
 - Table 16: Europe Air Freshener Outlook by Type, 2021-2030

- Table 17: Europe Air Freshener Outlook by Application, 2021-2030
- Table 18: Europe Air Freshener Outlook by Product, 2021-2030
- Table 19: Europe Air Freshener Outlook by Country, 2021-2030
- Table 20: Asia Pacific Air Freshener Outlook by Type, 2021-2030
- Table 21: Asia Pacific Air Freshener Outlook by Application, 2021-2030
- Table 22: Asia Pacific Air Freshener Outlook by Product, 2021-2030
- Table 23: Asia Pacific Air Freshener Outlook by Country, 2021-2030
- Table 24: North America Air Freshener Outlook by Type, 2021-2030
- Table 25: South America Air Freshener Outlook by Application, 2021-2030
- Table 26: South America Air Freshener Outlook by Product, 2021-2030
- Table 27: South America Air Freshener Outlook by Country, 2021-2030
- Table 28: Middle East and Africa Air Freshener Outlook by Type, 2021-2030
- Table 29: Middle East and Africa Air Freshener Outlook by Application, 2021-2030
- Table 30: Middle East and Africa Air Freshener Outlook by Product, 2021-2030
- Table 31: Middle East and Africa Air Freshener Outlook by Country, 2021-2030
- Table 32: United States Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 33: United States Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 34: Canada Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 35: Canada Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 36: Mexico Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 37: Mexico Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 38: Germany Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 39: Germany Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 40: France Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 41: France Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 42: United Kingdom Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 43: United Kingdom Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 44: Spain Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 45: Spain Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 46: Italy Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 47: Italy Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 48: China Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 49: China Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 50: India Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 51: India Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 52: Japan Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 53: Japan Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 54: South Korea Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 55: South Korea Air Freshener Outlook, year-on-year, %, 2021- 2030

- Table 56: South East Asia Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 57: South East Asia Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 58: Australia Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 59: Australia Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 60: Brazil Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 61: Brazil Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 62: Argentina Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 63: Argentina Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 64: Saudi Arabia Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 65: Saudi Arabia Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 66: United Arab Emirates Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 67: United Arab Emirates Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 68: South Africa Air Freshener Outlook, \$ Million, 2021- 2030
- Exhibit 69: South Africa Air Freshener Outlook, year-on-year, %, 2021- 2030
- Table 70: Market Entropy

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