

Home Fragrances Market Size, Trends, Analysis, and Outlook By Product (Scented Candles, Sprays, Essential Oils, Incense Sticks, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Store, Convenience Stores, Online, Others), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/H97AE8E34D31EN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: H97AE8E34D31EN

Abstracts

Refrigerated Incubators is projected to register a 5.9% CAGR from 2024 to 2030.

The home fragrances market is expanding as consumers seek to create pleasant living environments. The trend towards natural and eco-friendly fragrance options is driving market growth. Innovations in product formats, such as diffusers and candles, along with unique scent combinations, are enhancing market potential, encouraging brands to develop diverse home fragrance offerings.

Home Fragrances 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 Home Fragrances 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 Home Fragrances industry.

Key market trends defining the global Home Fragrances demand in 2025 and Beyond

The Home Fragrances 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.

Home Fragrances 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 Home Fragrances industry

Leading Home Fragrances 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 Home Fragrances companies.

Home Fragrances 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.

Home Fragrances Market Size Outlook- Historic and Forecast Revenue in Three Cases

Home Fragrances Market Size, Trends, Analysis, and Outlook By Product (Scented Candles, Sprays, Essential Oils...

The Home Fragrances 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.

Home Fragrances 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 Home Fragrances 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 Home Fragrances market segments. Similarly, strong market demand encourages Canadian Home Fragrances companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Home Fragrances Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Home Fragrances industry remains the major market for companies in the European Home Fragrances 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 Home Fragrances 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 Home Fragrances 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 Home Fragrances in Asia Pacific. In particular, China, India, and South East Asian Home Fragrances 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 Home Fragrances 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 Home Fragrances 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 Home Fragrances market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Home Fragrances.

Home Fragrances Company Profiles

The global Home Fragrances 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 Bath & Body Works LLC, Bougie & Senteur, NEST Fragrances, Newell Brands Inc, Reckitt Benckiser Group PLC, S. C. Johnson & Son Inc, Scent Air, Seda France, The Est?e Lauder Companies Inc, The Procter & Gamble Company (P&G), Voluspa.

Recent Home Fragrances Market Developments

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

Home Fragrances 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 Product

Scented Candles

Sprays

Essential Oils

Incense Sticks

Others

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Store

Convenience Stores

Online

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Bath & Body Works LLC

Bougie & Senteur

NEST Fragrances

Newell Brands Inc

Reckitt Benckiser Group PLC

S. C. Johnson & Son Inc

Scent Air

Seda France

The Est?e Lauder Companies Inc

The Procter & Gamble Company (P&G)

Voluspa

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. HOME FRAGRANCES MARKET OVERVIEW- 2025

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

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Home Fragrances 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 Home Fragrances Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Home Fragrances Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Home Fragrances Market Outlook to 2032

CHAPTER 5: HOME FRAGRANCES MARKET DYNAMICS

Home Fragrances Market Size, Trends, Analysis, and Outlook By Product (Scented Candles, Sprays, Essential Oils...

- 5.1 Key Home Fragrances Market Trends
- 5.2 Potential Home Fragrances Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL HOME FRAGRANCES MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
 - Scented Candles
 - Sprays
 - Essential Oils
 - Incense Sticks
 - Others
- Distribution Channel
 - Supermarkets/Hypermarkets
 - Specialty Store
 - Convenience Stores
 - Online
 - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA HOME FRAGRANCES MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
 - Scented Candles
 - Sprays
 - Essential Oils
 - Incense Sticks
 - Others
- Distribution Channel
 - Supermarkets/Hypermarkets
 - Specialty Store
 - Convenience Stores
 - Online
 - Others

7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Home Fragrances Market Size Forecast, 2021- 2032

7.3.2 Canada Home Fragrances Market Size Forecast, 2021- 2032

7.3.3 Mexico Home Fragrances Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE HOME FRAGRANCES MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Product

Scented Candles

Sprays

Essential Oils

Incense Sticks

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialty Store

Convenience Stores

Online

Others

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Home Fragrances Market Size Forecast, 2021- 2032

8.3.2 France Home Fragrances Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Home Fragrances Market Size Forecast, 2021- 2032

8.3.4 Spain Home Fragrances Market Size Forecast, 2021- 2032

8.3.5 Italy Home Fragrances Market Size Forecast, 2021- 2032

8.3.6 Russia Home Fragrances Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Home Fragrances Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC HOME FRAGRANCES MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Scented Candles

Sprays

Essential Oils

Incense Sticks

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialty Store

Convenience Stores

Online

Others

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Home Fragrances Market Size Forecast, 2021- 2032

9.3.2 India Home Fragrances Market Size Forecast, 2021- 2032

9.3.3 Japan Home Fragrances Market Size Forecast, 2021- 2032

9.3.4 South Korea Home Fragrances Market Size Forecast, 2021- 2032

9.3.5 Australia Home Fragrances Market Size Forecast, 2021- 2032

9.3.6 South East Asia Home Fragrances Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Home Fragrances Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA HOME FRAGRANCES MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Scented Candles

Sprays

Essential Oils

Incense Sticks

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialty Store

Convenience Stores

Online

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Home Fragrances Market Size Forecast, 2021- 2032

10.3.2 Argentina Home Fragrances Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Home Fragrances Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA HOME FRAGRANCES MARKET ANALYSIS AND OUTLOOK TO 2032

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

11.2 Product

Scented Candles

Sprays

Essential Oils

Incense Sticks

Others

Distribution Channel

Supermarkets/Hypermarkets

Specialty Store

Convenience Stores

Online

Others

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

11.3.1 Saudi Arabia Home Fragrances Market Size Forecast, 2021- 2032

11.3.2 The UAE Home Fragrances Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Home Fragrances Market Size Forecast, 2021- 2032

11.3.4 South Africa Home Fragrances Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Home Fragrances 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 Bath & Body Works LLC

Bougie & Senteur

NEST Fragrances

Newell Brands Inc

Reckitt Benckiser Group PLC

S. C. Johnson & Son Inc

Scent Air

Seda France

The Est?e Lauder Companies Inc

The Procter & Gamble Company (P&G)

Voluspa

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 Home Fragrances Market Outlook by Type, 2021- 2032
- Figure 6: Global Home Fragrances Market Outlook by Application, 2021- 2032
- Figure 7: Global Home Fragrances Market Outlook by Region, 2021- 2032
- Figure 8: North America Home Fragrances Market Snapshot, Q4-2024
- Figure 9: North America Home Fragrances Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Home Fragrances Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Home Fragrances Market Share by Country, 2023
- Figure 12: Europe Home Fragrances Market Snapshot, Q4-2024
- Figure 13: Europe Home Fragrances Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Home Fragrances Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Home Fragrances Market Share by Country, 2023
- Figure 16: Asia Pacific Home Fragrances Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Home Fragrances Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Home Fragrances Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Home Fragrances Market Share by Country, 2023
- Figure 20: South America Home Fragrances Market Snapshot, Q4-2024
- Figure 21: South America Home Fragrances Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Home Fragrances Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Home Fragrances Market Share by Country, 2023
- Figure 24: Middle East and Africa Home Fragrances Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Home Fragrances Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Home Fragrances Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Home Fragrances Market Share by Country, 2023
- Figure 28: United States Home Fragrances Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Home Fragrances Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Home Fragrances Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Home Fragrances 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 Home Fragrances 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 Home Fragrances Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Home Fragrances Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Home Fragrances Market Outlook by Type, 2021- 2032
- Table 10: North America- Home Fragrances Market Outlook by Country, 2021- 2032
- Table 11: Europe - Home Fragrances Market Outlook by Type, 2021- 2032
- Table 12: Europe - Home Fragrances Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Home Fragrances Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Home Fragrances Market Outlook by Country, 2021- 2032
- Table 15: South America- Home Fragrances Market Outlook by Type, 2021- 2032
- Table 16: South America- Home Fragrances Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Home Fragrances Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Home Fragrances Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Home Fragrances Companies
- Table 20: Product Profiles of Leading Home Fragrances Companies
- Table 21: SWOT Profiles of Leading Home Fragrances Companies

I would like to order

Product name: Home Fragrances Market Size, Trends, Analysis, and Outlook By Product (Scented Candles, Sprays, Essential Oils, Incense Sticks, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Store, Convenience Stores, Online, Others), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/H97AE8E34D31EN.html>

Price: US\$ 3,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H97AE8E34D31EN.html>