

Air Freshener Market Size To reach US\$ 15.0 Billion by 2027 With Growth Rate (CAGR) of 3.6%

The global air freshener market size expects to reach US\$ 15.0 Billion by 2027, exhibiting a growth rate (CAGR) of 3.6% during 2022-2027.

BROOKLYN, NEW YORK, UNITED STATES, February 20, 2023

/EINPresswire.com/ -- According to IMARC Group's latest report, titled "Global Air Freshener Market Size: Analysis and Forecast to 2027", the global [air freshener market size](#) reached US\$ 12.1 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 15.0 Billion by 2027, exhibiting a growth rate (CAGR) of 3.6% during 2022-2027.



Air Freshener Market

Air fresheners are aerosol and liquid deodorizers used for masking and eliminating unpleasant odors. They are manufactured using glycol ethers, mineral oils and butoxyethanol. Air fresheners are also available in electric, candle and gel-based variants that consist of various disinfectants, adsorbents, surfactants, oxidizers, propellants and solvents. They are convenient to use and provide natural scent and freshness to the space. They also aid in neutralizing airborne pathogens, elevating the mood and facilitating relaxation. They are widely used in vestibules, automobiles, restrooms, hotel lobbies, foyers, residential and commercial complexes, hallways and medical facilities.

For more information, please contact IMARC Group at <https://www.imarcgroup.com/air-freshener-market/requestsampl>

Note: We are in the process of updating our reports. If you want to receive the latest research

data covering the period from 2023 to 2028, along with industry trends, market size, and competitive analysis, click on the request sample report. The team would be able to deliver the latest version of the report in a quick turnaround time.

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The global air freshener market is primarily being driven by the rising concerns over indoor air quality among the masses. Consumers are widely adopting air fresheners at homes, offices and schools due to their ability to improve the ambience and provide a pleasant experience to the users. Moreover, the utilization of innovative dispersion technology and the development of product variants in a wide variety of fragrances, such as lemon, basil, lavender, sandalwood and orange rose, are providing a thrust to the market growth.

Other factors, including the widespread product utilization in automobiles, along with shifting consumer preference toward luxurious lifestyle products, are anticipated to drive the market toward growth. Additionally, the improving consumer living standards have led to the growing per capita expenditures on high-end homecare products, such as air fresheners. In addition to this, the elevating use of transportation facilities is further bolstering the demand for air fresheners in [cars](#), taxis, buses, airplanes, etc.

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Note: In this report you will get detailed analysis of the market, growth analysis graphs, historical period analysis, forecast period analysis, major market segmentation, top leading key players of the market, table of content, list of figures, and list of tables.

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The competitive landscape of the industry has also been examined along with the profiles of the key players

- California Scents (Energizer Holdings Inc)
- Church & Dwight Inc.
- Farcent Enterprise Co. Ltd.
- Godrej Consumer Products Limited (The Godrej Group)
- Henkel AG & Co. KGaA
- Kobayashi Pharmaceutical Co. Ltd.
- Newell Brands
- Procter & Gamble
- Reckitt Benckiser Group plc.
- S. C. Johnson & Son Inc.

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The report has categorized the market based on product type, application and distribution channel.

Breakup by Product Type:

- Sprays/Aerosols
- Electric Air Fresheners
- Gels Air Fresheners
- Candles Air Fresheners
- Others

Breakup by Application:

- Residential
- Corporate
- Cars
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Pharmacies
- Others

Breakup by Region:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, South Africa, Others)

For more information, visit <https://www.imarcgroup.com/request?type=report&id=4281&flag=C>

Report Contents:

- Market Performance (2016-2021)
- Market Outlook (2022-2027)
- Market Trends
- Market Drivers and Success Factors
- The Impact of COVID-19 on the Global Market
- Value Chain Analysis
- Structure of the Global Market

- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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Elena Anderson
IMARC Services Private Limited
+1 631-791-1145
sales@imarcgroup.com

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