

Air Freshener Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

Air Freshener Market is expected to register a CAGR of 4.05% during the forecasted period.

Key Highlights

The increasing urbanization, better living standards, availability of new and innovative air fresheners, rising concern for air quality, and increasing demand from commercial users are expected to drive the growth of the air freshener market. Also, the increasing investments in R&D activities to introduce natural and chemical-free air fresheners are expected to propel the market growth in the coming years.

Air fresheners from local manufacturers and private labels are majorly used by consumers in mass markets for their native and affordable prices. Air fresheners of different forms that are produced by locals are extensively available in unorganized distribution channels such as convenience stores, departmental stores, and other small retailers. Moreover, major companies operating in the market are focusing on penetrating the market with single-unit packaging to gain a competitive edge in the market.

Gel air fresheners and spray fresheners are often preferred by the majority of the consumers in the market as they are easily available in the retail market. The usage of air fresheners in the automotive segment is one of the driving factors of the market. Having a fresh and sweet ambiance inside the vehicle is preferred by the majority of the consumers in the market.

Innovative packaging techniques such as hangings, stickers, and other conventional packaging are often observed as they are easily installable inside the vehicle. Additionally, automatic air fresheners are preferred in commercial places such as malls, shopping outlets, and hospitals to create a fresh ambiance in the retail space.

Air Freshener Market Trends

Innovative Air Fresheners Are Gaining Importance in the Market

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By using cutting-edge technologies, air freshener manufacturers are increasingly concentrating on creating novel and cutting-edge products to satisfy consumers' changing needs and demands. Customers in the market use air freshener candles because of their fragrance and ambiance-creating qualities.

Commercial locations, including HRI locations and other retail stores for consumer goods, frequently use these products to preserve a fresh atmosphere in terms of fragrance and appearance. These candle air fresheners are also favored at a residential level for their usefulness and refreshing air element as a result of growing exposure to unique tastes and trends.

Manufacturers frequently provide floral and pleasant perfumes in retail settings. Additionally, local and international firms retail the products in this market. Owing to the demand, key players are differentiating their offerings in terms of functionalities, flavors, nature of ingredients, size, and packaging format, to gain a competitive advantage and increase their customer base.

For instance, in July 2022, for usage in confined spaces, P&G Korea introduced the Febreze Air Freshener plug to combat damp odors at home entrances, bathrooms, and closets during the rainy season. The ground-breaking air freshener decreases the main source of moisture and aromas in homes by removing odor molecules and creating a protective coating on the surface of towels, shower curtains, and footwear to retain a pleasant aroma for the ensuing 1,400 hours. Three different scents are available in the air freshener: "Cotton & Blue Jasmine," "Lilac & Peony," and "White Tea & Lily."

North America is the Fastest Growing Region in the Market

Due to public awareness of health and environmental issues, especially the dangerous use of aerosol sprays, North America dominated the market. As a result, the demand for aromatherapy and candle air fresheners has increased. In contrast to electric air fresheners and sprays, consumers have begun switching to candle air fresheners since they are seen to be more environmentally friendly and encourage a healthier lifestyle.

Additionally, air fresheners contain fewer phthalates and other chemicals than other chemical ingredients because they are harmful when inhaled for an extended length of time. These substances could potentially result in irregular heartbeat, skin irritation, and other health problems. These elements encourage customers to choose products with naturally derived fresheners over those with conventional fresheners.

US companies that make air fresheners for homes, businesses, and cars primarily focus on delivering health benefits to their customers. Therefore, they include natural and essential oil ingredients in their product lineup. Some of the companies selling these products are The Crown Choice and Reckitt Benckiser Group PLC.

Air Freshener Market Competitor Analysis

The market is occupied by numerous local and international players, along with private labels offering various air freshener products in the market. The major strategies adopted by the companies operating in the air freshener market are product innovations, expansions, and mergers and acquisitions. Sustainable competitive advantage through innovation is the main criterion for the growth of the market share of major players across the globe. Companies are increasing their investments in research and development (R&D) and marketing and are expanding their distribution channels to maintain their position in the market. A few of the major companies operating in the segment include the Godrej Group, Henkel AG & Company, Church & Dwight Co Inc, Reckitt Benckiser Group plc, and Proctor & Gamble.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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