

Home Fragrances Market Report and Forecast 2025-2034

Market Report | 2025-08-13 | 174 pages | EMR Inc.

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Report description:

The global home fragrances market was estimated at almost USD 7.41 Billion in 2024. The industry is further expected to grow at a CAGR of 5.00% over the forecast period of 2025-2034, reaching a value of USD 12.07 Billion by 2034.

The global home fragrances industry is being driven by the growing consumer demand for pleasant aroma in their surrounding areas like at homes or offices, along with the rise in their disposable incomes.

Market Segmentation

"Home Fragrances Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product

- Sprays
- Diffusers
- Candles
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online

Market Breakup by Region

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- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Market Analysis

The growing industry for air care and the rising consumer preference for pleasant aroma in their atmosphere is driving the growth of the home fragrances market globally. The increased consumer spending on such products due to the rising disposable incomes, particularly in emerging economies, is providing a boost to the industry. Moreover, the growing demand for home aromatherapy, along with personalised brand demand from customers, is a key factor, which is likely to drive the home fragrances market growth in coming years. Moreover, the increasing focus of manufacturers to give an appealing touch to home decor products including aromatic candles, along with the choice for product customisation, is expected to drive the industry over the forecast period.

Competitive Landscape

The report presents a detailed analysis of the following key players in the global home fragrances market, looking into their capacity, competitive landscape, and latest developments like capacity expansions, plant turnarounds, and mergers and acquisitions:

- Reckitt Benckiser Group PLC
- Proctor & Gamble Company
- Seda France Inc.
- S. C. Johnson & Son, Inc.
- 3M Company
- Newell Brands Inc.
- Others

The EMR report gives an in-depth insight into the home fragrances market by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

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