Air Freshener Market in the US 2014-2018

Description: About Air Fresheners

Air fresheners are predominantly aerosol sprays that mask odors and induce freshness in the atmosphere. Air fresheners are composed of formaldehyde, petroleum distillates, aerosol propellants, and p-dichlorobenzene. Apart from their primary usage, air fresheners are also used aesthetically to enhance the environment by appealing to the senses. This has given rise to specialty products that have different formats such as cones, scented candles, reed diffusers, oils, gels, wax strips, and plug-ins. While some products incorporate one aspect, others integrate both thus complementing the primary benefit of air fresheners. Air fresheners are essential and practical as they help maintain a pleasant atmosphere in households, offices, and vehicles.

The analysts forecast the Air Freshener market in the US will grow at a CAGR of 1.37 percent over the period 2013-2018.

Covered in this Report
The Air Freshener market in the US can be divided into four segments: Spray/Aerosol Freshener, Pug-in Air Freshener, Car Air Freshener, and Others.

The report, the Air Freshener Market in the US 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report focuses on the Air Freshener market in the US landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors
- Henkel AG & Co. KGaA
- Procter & Gamble Co.
- Reckitt Benckiser Group plc
- S.C. Johnson & Son Inc.

Other Prominent Vendors
- Blyth
- Car-Freshener
- Lancaster Colony
- Limited Brands
- Auto Expressions
- The Yankee Candle Company

Key Market Drivers
- Transparency in Product Specifications

Key Market Challenges
- Health Implications

Key Market Trends
- Demand for Premium Products

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the Key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
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