World Air Freshener Market - Opportunities and Forecasts, 2014 - 2020

Description: Air fresheners are designed to eliminate unpleasant odor as it emits fragrance. Air fresheners contain different ingredients such as aerosol propellants, fragrances and solvents such as 2-butoxyethanol, mineral oil and glycol ethers, which neutralize unpleasant odor. Growing importance of air care and increasing concerns over indoor air quality have generated a high demand for air fresheners worldwide. The demand is further fuelled by the rapidly increasing car sales and rise in pet ownership, worldwide. Consumers’ willingness to use premium air fresheners is also boosting the growth of the market. All these factors coupled with increasing disposable income and improving life style of consumers are driving the market growth. Air fresheners with natural fragrances are gaining popularity among the consumers. However, the lack of awareness about availability of different types of products in the market is restraining the market growth. Increasing preference for the use of natural fragrance and growing popularity of aromatherapy, offer several market opportunities to the players operating in the market.

Air Freshener market is segmented on the basis of product type, application, sales channel and geography. Product type segment covers sprays/aerosols, electric air fresheners, gel, candle, and other air fresheners. The application segment includes residential, corporate offices, cars and others. On the basis of sales channel, the market is classified into retail and business-to-business channel. Based on geography, the market is segmented into North America, Europe, Asia Pacific and LAMEA.

The market is expected to grow at a CAGR of 2.8% during the forecast period 2015 - 2020. Sprays/aerosol segment held the largest market share in 2014, followed by electric air fresheners. In 2014, world air freshener market was dominated by Europe; however, Asia-Pacific is expected to register fastest growth during the forecast period.

The key players operating in the market, include Procter & Gamble Co., Reckitt Benckiser Inc., Henkel KGaA, Church & Dwight Co. Inc., Car-Freshener Corporation, SC Johnson & Son Inc., Kobayashi Pharmaceutical Co. Ltd., Godrej Household Products Ltd., Farcent Enterprise Co. Ltd. and Jarden Corporation. These players are concentrating on development of organic air fresheners.

Key Benefits

- The study provides an in-depth analysis of the world air freshener market with current and future trends to elucidate the imminent investment pockets in the market
- Current and future trends have been outlined to determine the overall attractiveness and to single out profitable trends to gain a stronger foothold in the market
- The report provides information regarding key drivers, restraints and opportunities with impact analysis
- Quantitative analysis of the current market and forecast during the period of 2015-2020 have been provided to highlight the financial appetency of the market
- Porter's five forces model analysis of the industry illustrates the potency of the buyers and suppliers participating in the market
- Value chain analysis in the report provides a clear understanding on the roles of stakeholders involved in the value chain

AIR FRESHENER MARKET SEGMENT AND SCOPE

The world air freshener market is segmented on the basis of product type, application, sales channel and geography.

By Product type
- Sprays/Aerosols
- Electric Air Fresheners (Plug-In)
- Gel Air Fresheners
- Candle Air Fresheners
- Other Fresheners (Liquid, solid, pot pourri, papers, vents, clips and crystal beads)

By Application
- Residential
- Corporate offices
- Cars
- Others (Hotels, Malls, hospitals, railways, public bathrooms, theaters, government buildings & Institutions)

By Sales Channel
- Retail
- Business to Business

By Geography
- North America
- Europe
- APAC
- LAMEA

Key Players
- Car-Freshener Corporation
- Church & Dwight Co. Inc.
- Farcent Enterprise Co. Ltd
- Godrej Household Products Ltd.
- Henkel KGaA
- Jarden Corporation
- Kobayashi Pharmaceutical Co. Ltd.
- Procter & Gamble Co.
- Reckitt Benckiser Inc.
- SC Johnson & Son Inc.

Contents:

CHAPTER 1 INTRODUCTION
1.1 Report description
1.2 Key benefits
1.3 Key market segments
1.4 Research methodology
1.4.1 Secondary research
1.4.2 Primary research
1.4.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY
2.1 CXO perspective

CHAPTER 3 MARKET OVERVIEW
3.1 Market definition and scope
3.2 Key Findings
3.2.1 Top impacting factors
3.2.2 Top winning strategies
3.2.3 Top investment pockets
3.3 Porters five force analysis
3.3.1 Low product differentiation lowers the bargaining of suppliers
3.3.2 Low switching cost and undifferentiated products lead to higher bargaining power of buyers
3.3.3 Slow industry growth leads to high industrial rivalry
3.3.4 Lack of feasible substitutes result into low threat of substitutes
3.3.5 Low threats of new entrants due to the presence of strong brands
3.4 Value chain analysis
3.5 Market share analysis, 2014
3.6 Market dynamics
3.6.1 Drivers
3.6.2 Restraints
3.6.3 Opportunities

CHAPTER 4 WORLD AIR FRESHENER MARKET, BY PRODUCT TYPE

4.1 Sprays/Aerosols
  4.1.1 Key market trends
  4.1.2 Key drivers and opportunities
  4.1.3 Competitive scenario
  4.1.4 Market size and forecast

4.2 Electric air fresheners (Plug in)
  4.2.1 Key market trends
  4.2.2 Key drivers and opportunities
  4.2.3 Competitive scenario
  4.2.4 Market size and forecast

4.3 Gels air freshener
  4.3.1 Key market trends
  4.3.2 Key drivers and opportunities
  4.3.3 Competitive scenario
  4.3.4 Market size and forecast

4.4 Candles air fresheners
  4.4.1 Key market trends
  4.4.2 Key drivers and opportunities
  4.4.3 Competitive scenario
  4.4.4 Market size and forecast

4.5 Other fresheners
  4.5.1 Key market trends
  4.5.2 Key drivers and opportunities
  4.5.3 Competitive scenario
  4.5.4 Market size and forecast

CHAPTER 5 WORLD AIR FRESHENER MARKET, BY APPLICATION

5.1 Residential
  5.1.1 Key market trends
  5.1.2 Key drivers and opportunities
  5.1.3 Competitive scenario
  5.1.4 Market size and forecast

5.2 Corporate offices
  5.2.1 Key market trends
  5.2.2 Key drivers and opportunities
  5.2.3 Competitive scenario
  5.2.4 Market size and forecast

5.3 Cars
  5.3.1 Key market trends
  5.3.2 Key drivers and opportunities
  5.3.3 Competitive scenario
5.4 Others

5.4.1 Key market trends
5.4.2 Key drivers and opportunities
5.4.3 Competitive scenario
5.4.4 Market size and forecast

CHAPTER 6 WORLD AIR FRESHENER MARKET, BY SALES CHANNEL

6.1 Retail

6.1.1 Key market trends
6.1.2 Key drivers and opportunities
6.1.3 Competitive scenario
6.1.4 Market size and forecast

6.2 Business to business

6.2.1 Key market trends
6.2.2 Key drivers and opportunities
6.2.3 Competitive scenario
6.2.4 Market size and forecast

CHAPTER 7 WORLD AIR FRESHENER MARKET, BY REGION

7.1 North America

7.1.1 Key market trends
7.1.2 Key drivers and opportunities
7.1.3 Competitive scenario
7.1.4 Market size and forecast

7.2 Europe

7.2.1 Key market trends
7.2.2 Key drivers and opportunities
7.2.3 Competitive scenario
7.2.4 Market size and forecast

7.3 Asia-Pacific

7.3.1 Key market trends
7.3.2 Key drivers and opportunities
7.3.3 Competitive scenario
7.3.4 Market size and forecast

7.4 LAMEA

7.4.1 Key market trends
7.4.2 Key drivers and opportunities
7.4.3 Competitive scenario
7.4.4 Market size and forecast

CHAPTER 8 COMPANY PROFILE

8.1 The Procter & Gamble Company

8.1.1 Company overview
8.1.2 Business performance
8.1.3 Strategy move and development
8.1.4 SWOT Analysis of The Procter & Gamble Company
8.2 Reckitt Benckiser Group plc

8.2.1 Company overview
8.2.2 Business performance
8.2.3 Strategy move and development
8.2.4 SWOT Analysis of Reckitt Benckiser Group Plc

8.3 Henkel AG & Co. KGaA

8.3.1 Company overview
8.3.2 Business performance
8.3.3 Strategy move and development
8.3.4 SWOT Analysis of Henkel AG & Co. KGaA

8.4 Church & Dwight Co. Inc.

8.4.1 Company overview
8.4.2 Business performance
8.4.3 Strategy move and development
8.4.4 SWOT Analysis of Church & Dwight Co. Inc.

8.5 Car-Freshener Corporation

8.5.1 Company overview
8.5.2 Strategy move and development
8.5.3 SWOT Analysis of Car-Freshener Corporation

8.6 SC Johnson & Son Inc.

8.6.1 Company overview
8.6.2 Strategy move and development
8.6.3 SWOT Analysis of SC Johnson & Son Inc.

8.7 Kobayashi Pharmaceutical Co. Ltd.

8.7.1 Company overview
8.7.2 Business performance
8.7.3 Strategy move and development
8.7.4 SWOT Analysis of Kobayashi Pharmaceutical Co. Ltd

8.8 Godrej Consumer Products Ltd.

8.8.1 Company overview
8.8.2 Business performance
8.8.3 Strategy move and development
8.8.4 SWOT Analysis of Godrej Consumer Products Limited

8.9 Farcent Enterprise Co. Ltd

8.9.1 Company overview
8.9.2 Strategy move and development
8.9.3 SWOT Analysis of Farcent Enterprise Co. Ltd

8.10 Jarden Corporation

8.10.1 Company overview
8.10.2 Business performance
8.10.3 Strategy move and development
8.10.4 SWOT Analysis of Jarden Corporation

List of Tables
Table 1 World Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 2 World Air Fresheners Market Revenue By Product Type, 2014-2020 ($Million)
Table 3 World Sprays/Aerosols Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 4 World Electric Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 5 World Gels Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 6 World Candles Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 7 World Others Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 8 World Air Fresheners Market Revenue By Application, 2014-2020 ($Million)
Table 9 World Residential Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 10 World Corporate Offices Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 11 World Car Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 12 World Others Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 13 World Air Fresheners Market Revenue By Sales Channel, 2014-2020 ($Million)
Table 14 World Retail Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 15 World Business To Business Air Fresheners Market Revenue By Geography, 2014-2020 ($Million)
Table 16 North America Air Fresheners Market Revenue By Product Types, 2014-2020 ($Million)
Table 17 Europe Air Fresheners Market Revenue By Product Types, 2014-2020 ($Million)
Table 18 Asia-Pacific Air Fresheners Market Revenue By Product Types, 2014-2020 ($Million)
Table 19 LAMEA Air Fresheners Market Revenue By Product Types, 2014-2020 ($Million)
Table 20 Snapshot Of The Procter & Gamble Company
Table 21 Snapshot Of Reckitt Benckiser Group Plc
Table 22 Snapshot Of Godrej Consumer Products Ltd
Table 23 Snapshot Of Farcent Enterprise Co. Ltd

List of Figures
Fig. 1. Top Impacting Factors
Fig. 2. Top Winning Strategies
Fig. 3. Top Investment Pockets
Fig. 4. Porters Five Forces Analysis
Fig. 5. Market Share Analysis, 2014 (%)
Fig. 6. Urban MSW Generation By Region 2014-2025 (Tonnes Per Day)
Fig. 7. Aerosol Air Freshener Production In Selected European Countries 2014, In ’000 Of Units
Fig. 8. Global First 2000 Companies, 2014
Fig. 9. Car Sales In Selected Countries, (2014-2015)
Fig. 10. Global Number Of Hospitals By Region Wise, 2015
Fig. 11. Generation Of Waste In The U.S., 2010-2012 (In Millions Of Tons)
Fig. 12. Gross National Disposable Income Per Capita In Selected European Countries, In Us$ (2008-2013)
Fig. 13. Households Owning One Or More Cats And Dogs In Selected European Countries, 2014 (%)
Fig. 14. Car Sales By Selected European Country, 2014
Fig. 15. Urban Population In Selected Asian Countries, In Percentege, 2011-2014 (%)
Fig. 16. Car Sales In India, 2005-2013
Fig. 17. Municipal Solid Waste Generation In Metro Cities / State Capitals In India, 1999-2011 (In Tonnes)
Fig. 18. Revenue Generated By The Procter & Gamble Company, 2012-2014($Million)
Fig. 19. Revenue Generated By The Procter & Gamble Company By Business Segment (%), 2014
Fig. 20. Revenue Generated By The Procter & Gamble Company By Geography (%), 2014
Fig. 21. Revenue Generated By The Procter & Gamble Company By Market Maturity (%), 2014
Fig. 22. Swot Analysis Of The Procter & Gamble Company
Fig. 23. Revenue Generated By Reckitt Benckiser Group Plc, 2012-2014($Million)
Fig. 24. Revenue Generated By Reckitt Benckiser Group Plc By Business Segment (%), 2014
Fig. 25. Revenue Generated By Reckitt Benckiser Group Plc By Geography (%), 2014
Fig. 26. Swot Analysis Of Reckitt Benckiser Group Plc
Fig. 27. Revenue Generated By The Henkel Ag & Co. Kgaa, 2012-2014 ($Million)
Fig. 28. Revenue Generated By Henkel Ag & Co. Kgaa, By Business Segment (%), 2014
Fig. 29. Revenue Generated By Henkel Ag & Co. Kgaa, By Region (%), 2014
Fig. 30. Swot Analysis Of Henkel Ag & Co. Kgaa
Fig. 31. Revenue Generated By The Church & Dwight Co. Inc., 2012-2014 ($Million)
Fig. 32. Revenue Generated By Church & Dwight Co. Inc., By Business 33. Segment (%), 2014
Fig. 33. Revenue Generated By Church & Dwight Co. Inc., By Region (%), 2014
Fig. 34. Swot Analysis Of Church & Dwight Co. Inc.
Fig. 35. Swot Analysis Of SC Johnson & Son Inc.
Fig. 36. Snapshot Of SC Johnson & Son Inc.
Fig. 37. Swot Analysis Of SC Johnson & Son Inc.
Fig. 38. Snapshot Of Kobayashi Pharmaceutical Co. Ltd
Fig. 39. Revenue Generated By Kobayashi Pharmaceutical Co. Ltd, 2013-2015 ($Million)
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: World Air Freshener Market - Opportunities and Forecasts, 2014 - 2020
Web Address: http://www.researchandmarkets.com/reports/3641369/
Office Code: SCH3UXZF

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Electronic (PDF) - Single User:</th>
<th>Electronic (PDF) - 1 - 5 Users:</th>
<th>Electronic (PDF) - Enterprisewide:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 4740</td>
<td>USD 5910</td>
<td>USD 8250</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr ☐] [Mrs ☐] [Dr ☐] [Miss ☐] [Ms ☐] [Prof ☐]
First Name: ___________________________________ Last Name: ___________________________________
Email Address: * ___________________________________
Job Title: ___________________________________
Organisation: ___________________________________
Address: ___________________________________
City: ___________________________________
Postal / Zip Code: ___________________________________
Country: ___________________________________
Phone Number: ___________________________________
Fax Number: ___________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World