India Air Freshener Market Overview

Description: The air freshener products fall into the broad category of air care products in India. Due to increase awareness regarding clean and fresh environment, the demand for air freshener products like various fragnanced air freshener spray, electric air freshener, liquid air freshener, gel air freshener, block air freshener, etc are rising than before, hence offering opportunities to the Indian air freshener market. The rich consumers demand for the premium and value added air freshener products in order to maintain air hygiene in rooms and car, and hence they use various fragrance based air freshener products such as lavender, jasmine, rose, sandalwood, lemon, apple, etc to keep their home and car odour free. Air freshener has turned into a riveting market for new product developments and innovation where producers are taking effort to convince consumers through aggressive campaign and advertizing that they should adopt air care products to improve home hygiene. A natural/organic air freshener product is an emerging trend in the industry. However, the penetration of air freshener products is low in overall India, while the rural penetration is negligible, but this presents the massive opportunities to Indian air freshener industry.

India Air Freshener Market has been growing with a CAGR of 20% from last five years and is projected to grow with a significant growth rate over forecast period due to rising living standard of consumers in India, growing awareness regarding clean environment, brand awareness, increasing disposable income, growing demand in middle class people and availability of wide range of products. The various formats such as sprays/aerosol air fresheners, liquid air fresheners, gel air fresheners, electrical/plug-in air fresheners, candle air fresheners, block air fresheners, etc are boosting the categorized market of air freshener industry in India.

According to “India Air Freshener Market Overview”, India’s air care market is projected to rise at a CAGR of 22% over five years. Dabur India, GCPL, Reckitt Benckiser, and SC Johnson India are market leaders in the air freshener market. India air freshener market is fragmented into three categories such as home fresheners, bathroom fresheners and car fresheners market. The category of car air freshener products dominates the air freshener market along with its various formats of the products. Dabur India is leading the air freshener market in India from the decade under its brand Odonil. Indian metros and urban areas of the countries are responsible for the majority of the sales of air freshener products, with premium specialized and value added fragnanced air freshener products are growing rapidly among upper middle class consumers.

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