US Air Freshener Market Forecast and Opportunities, 2019

Description: Air freshener is a specialty consumer product used for masking foul odor in households, commercial spaces like offices, hotels, theaters, and cars. With air fresheners being available in multiple variants such as plug-ins, aerosol sprays, and gels, the air freshener market in the US is riding high, especially among households with infants and pets. Over the last couple of decades, air fresheners have emerged as an important home care product among all consumer classes in the US. In addition, the United States ranks high in terms of waste generation, which makes air fresheners a vital product for home care. Consequently, the US air freshener market has been witnessing increasing product adoption in both indoor and outdoor environments.

According to ‘United States Air Freshener Market Forecast & Opportunities, 2019’, the market for air fresheners in the US is estimated to reach USD1.8 billion in 2015. Introduction of organic air fresheners, manufactured using natural substances, are also gaining popularity in the country, especially among elders, pregnant women, and households with kids. The adoption of air fresheners is also growing in office spaces, specifically for eliminating the damp odor due to lack of proper ventilation in buildings. Presently, plug-ins and aerosol sprays account for a majority share in the country's air freshener market.

Key Topics Covered
- United States Air Fresheners Market Size, Share & Forecast
- Segmental Analysis - Plug-in, Aerosol and Car Air Freshener
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?
- Gain an in-depth understanding of air fresheners market in the United States
- Identify the ongoing trends and anticipated growth in the next five years
- Help industry consultants, air freshener manufacturers, and other stakeholders align their market-centric strategies
- Obtain research-based business decisions and add weight presentations and marketing material
- Gain competitive knowledge of leading market players
- Avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology
The information contained in this report is based upon both primary and secondary research. Primary research included interviews with air freshener manufacturers in the United States. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports, and proprietary databases.

Contents:
1. Research Methodology
2. Product Overview
3. Analyst View
4. Global Air Freshener Market Overview
5. United States Air Freshener Market Overview
   5.1. Market Size & Forecast
   5.1.1. By Value
   5.1.2. By Volume
5.2. Market Share & Forecast
5.2.1. By Type
5.2.2. By Company

6. United States Plug-in Air Freshener Market Outlook
6.1. Market Size & Forecast
6.1.1. By Value
6.1.2. By Volume
6.2. Price Point Analysis

7. United States Aerosol Air Freshener Market Outlook
7.1. Market Size & Forecast
7.1.1. By Value
7.1.2. By Volume
7.2. Price Point Analysis

8. United States Car Air Freshener Market Outlook
8.1. Market Size & Forecast
8.1.1. By Value
8.1.2. By Volume
8.2. Price Point Analysis

9. United States Market Dynamics
9.1. Drivers
9.2. Challenges

10. United States Market Trends
10.1. Technological Advancements
10.2. Use of Natural and Safe Air Freshener
10.3. Residential Sector
10.4. Car Air Fresheners
10.5. Consumers Expenditure Pattern

11. Policy & Regulatory Landscape

12. United States Economic Profile

13. Competitive Landscape
13.2. Procter & Gamble
13.3. Henkel AG & Co. KGaA
13.4. Blyth Inc.
13.5. S.C. Johnson & Son Inc.
13.6. CAR-FRESHNER Corporation
13.7. The Yankee Candle Company
13.8. Auto Expressions
13.9. ABRO Industries Inc.
13.10. Handstands

14. Strategic Recommendations

List of Figures

Figure 1: Global Air Fresheners Market Size, By Value, 2009-2019F (USD Billion)
Figure 2: United States Air Fresheners Market Size, By Value, 2009-2019F (USD Billion)
Figure 3: United States Air Fresheners Market Size, By Volume, 2009-2019F (Million Units)
Figure 4: Number of Households in United States Households, 2010-2013 (Million)
Figure 5: Number of Household Pet Population in the United States, 2011-2012 (Million)
Figure 6: Vehicle Fleet in the US, 2005-2012 (Million Units)
Figure 7: United States Air Fresheners Market Share, By Type, By Value, 2013
Figure 8: United States Air Fresheners Market Share, By Type, By Value, 2019
Figure 9: United States Air Fresheners Market Share, By Company, By Value, 2013
Figure 10: United States Air Fresheners Market Share, By Company, By Value, 2019
Figure 11: United States Plug-in Air Fresheners Market Size, By Value, 2009-2019F (USD Million)
Figure 12: United States Plug-in Air Fresheners Market Size, By Volume, 2009-2019F (Million Units)
Figure 13: MSW Generation Waste in US, 2010-2012 (Million Tons)
Figure 14: United States Aerosol Air Fresheners Market Size, By Value, 2009-2019F (USD Million)
Figure 15: United States Aerosol Air Fresheners Market Size, By Volume, 2009-2019F (Million Units)
Figure 16: United States Car Air Fresheners Market Size, By Value, 2009-2019F (USD Billion)
Figure 17: United States Car Air Fresheners Market Size, By Volume, 2009-2019F (Million Units)
Figure 18: Number of Registered Vehicles in US, 2009-13 (Million)
Figure 19: United States Passenger Car Market Size, By Volume, 2008-2012, (Millions Units)

List of Tables

Table 1: Air Freshener Product Segmentation
Table 2: P&G Average Plug-in Air Fresheners Prices, 2014 (USD per Unit)
Table 3: RB(Air Wick) Average Plug-in Air Fresheners Prices, 2014 (USD per Unit)
Table 4: SC Johnson(Glade) Average Plug-in Air Fresheners Prices, 2014 (USD per Unit)
Table 5: Handstands Average Plug-in Air Fresheners Prices, 2014 (USD per Unit)
Table 6: Renuzit Average Plug-in Air Fresheners Prices, 2014 (USD per Unit)
Table 7: P&G Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 8: RB(Air Wick) Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 9: SC Johnson (Glade) Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 10: Handstands Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 11: Renuzit Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 12: Continental Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 13: Citrus Magic Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 14: TC Average Aerosol Air Fresheners Prices, 2014 (USD per Unit)
Table 15: P&G Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 16: RB (Air Wick) Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 17: SC Johnson (Glade) Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 18: Handstands Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 19: EdHardy Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 20: Pop Killer Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 21: Little Trees Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 22: Gifts & More Average Car Air Fresheners Prices, 2014 (USD per Unit)
Table 23: United States Major Residential Projects, By Real-estate Developers, 2013E-2015F
Table 24: United States Consumer Expenditure, By Segment, 2010-12
Table 25: Major Brands under Reckitt Benckiser
Table 26: Major Brands under Procter & Gamble
Table 27: Major Awards & Recognitions
Table 28: Henkel North America - Main Locations
Table 29: Companies Details, By Segment
Table 30: Brands associated with the company
Table 31: Awards & Recognitions of S.C. Johnson & Son Inc.
Table 32: Some of the brands associated with the company
Table 33: Scents Type Associate with the Glade
Table 34: Little Trees & Perk Product folio
Table 35: Yankee Candle Company Product Folio
Table 36: Auto Expressions Brand Product folio
Table 37: Company Product Portfolio
Table 38: Global List of Distributors, By Region
Table 39: Product Portfolio, By Company
Table 40: Fragrance Portfolio, By Company

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3070239/
Order by Fax - using the form below
Order by Post - print the order form below and send to Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
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: US Air Freshener Market Forecast and Opportunities, 2019
Web Address: http://www.researchandmarkets.com/reports/3070239/
Office Code: SC

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>☐</td>
<td>USD 2000</td>
</tr>
<tr>
<td>CD-ROM</td>
<td>☐</td>
<td>USD 2600 + USD 61 Shipping/Handling</td>
</tr>
<tr>
<td>Hard Copy</td>
<td>☐</td>
<td>USD 3000 + USD 61 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>☐</td>
<td>USD 4500</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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: Bank details will be provided on the invoice which you will receive after you place your order with us.

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