

Global Home Fragrance Market: Analysis By
Product Type (Scented Candles, Room
Sprays, Reed Diffusers, and Others), By
Distribution Channel
(Supermarkets/Hypermarkets, Convenience
Stores, Online Stores, and Others), By Region
Size and Trends with Impact of COVID-19
and Forecast up to 2027

Sep 2022



Global Home Fragrance Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

Global Home Fragrance Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Home Fragrance Market: Analysis By Product Type (Scented Candles, Room Sprays, Reed Diffusers, and Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Stores, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2027
Coverage	Global and Regional
Regional Coverage	North America (The US, Canada, and Mexico), Europe (The UK, France, Germany, and Rest of Europe), Asia Pacific (China, India, and Rest of the Asia Pacific), and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Highly Fragmented
Key Players	Reckitt Benckiser Group plc, The Procter & Gamble Company, Henkel AG & Co. KGaA, Newell Brands Inc., 3M Company, Godrej Consumer Products, S.C. Johnson & Son Inc., Faultless Brands, Beaumont Products, Inc., Regent Holding Company, LLC (Illume, Inc.), GALA Group GmbH (Korona Candles), Voluspa, Seda France Inc., and NEST Fragrances, LLC

Global Home Fragrance Market: Coverage

Executive Summary

Home perfumes are personal care items that release aroma to cover up unpleasant odors. Additionally, these scents aid in lowering weariness and easing tension. The global home fragrance market in 2021 was valued at US\$7.12 billion. The market would reach US\$9.70 billion by 2027, growing at a CAGR of 5.28%, during the forecast period of 2022-2027.

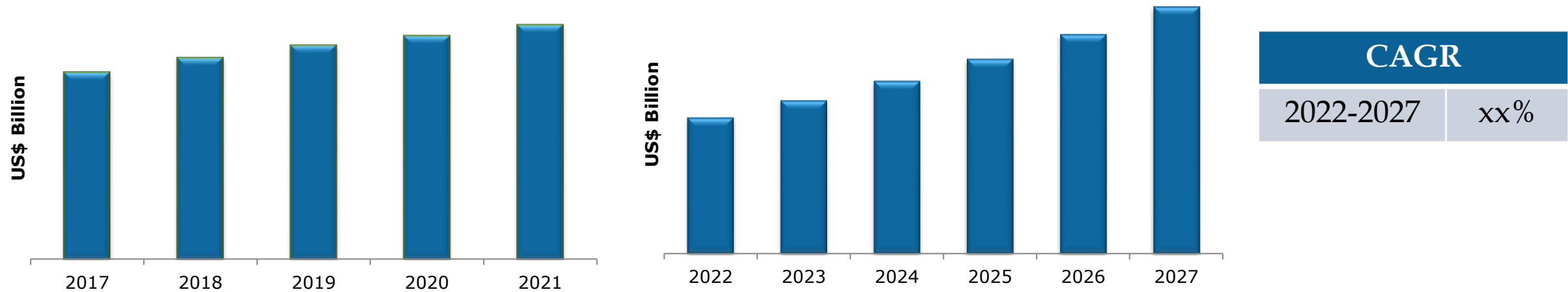
The global home fragrance market can be segmented based on product type (Scented Candles, Room Spray, Reed Diffusers, and Others); and distribution channel (Supermarket/Hypermarket, Online Stores, Convenience stores, and Others). Among the product type, scented candles lead the market with the maximum share of approx. 40% in 2021. Online stores are expected to be the highest growing distribution channel in the coming years as they save time for both the buyer and retailer. North America is leading the global home fragrance market by occupying 34% share.

In 2020, the global home fragrance sales have been weak and there have been widespread store closures. However, after the relaxation of the lockdown, the industry responded positively to the crisis. Throughout 2020, various home fragrance product manufacturers were focused on the promotion of classic or popular products to drive repeat purchases. Manufacturers were also using online quizzes and personalization profiles to guide customers toward their ideal home fragrance. The technological innovations have also helped home fragrance retailers to align with safety regulations in stores.

The global home fragrance market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2022-2027), the market would further augment at an escalating growth rate. The global home fragrance market growth is predicted to be supported by numerous growth drivers such as rapid urbanization, improving consumer confidence index, accelerating e-commerce channels, rising adoption of aromatherapy candles, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as high competitive pressure, retail consolidations, etc. Moreover, the market growth would succeed to various market trends like technological innovations in diffusers, high preference for personalized scented candles, etc.

Home Fragrance Market: Global Analysis

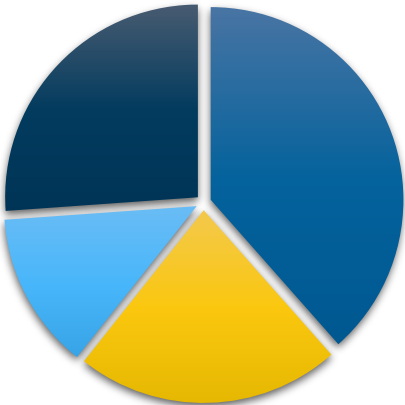
Global Home Fragrance Market by Value



Global home fragrance market was valued at US\$... billion in 2021 and is anticipated to reach up to US\$... billion by 2027 from US\$... billion in 2022, with a CAGR of xx%.

Home Fragrance Market: Global Analysis

Global Home Fragrance Market by Product Type; 2021



Product Type	Share
Scented Candles	xx%
Room Spray	xx%
Reed Diffusers	xx%
Others	xx%

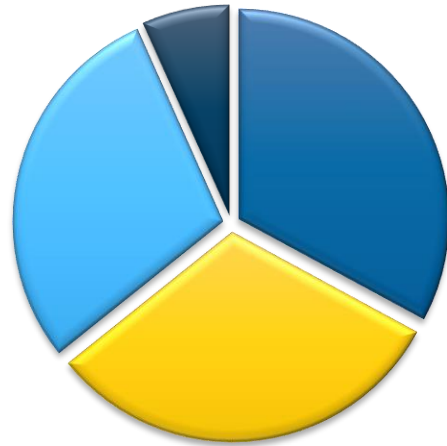
Global Home Fragrance Market by Distribution Channel; 2021



Distribution Channel	Share
Supermarket/Hypermarket	xx%
Online Stores	xx%
Convenience Store	xx%
Others	xx%

Home Fragrance Market: Global Analysis

Global Home Fragrance Market by Region; 2021



North America, xx%

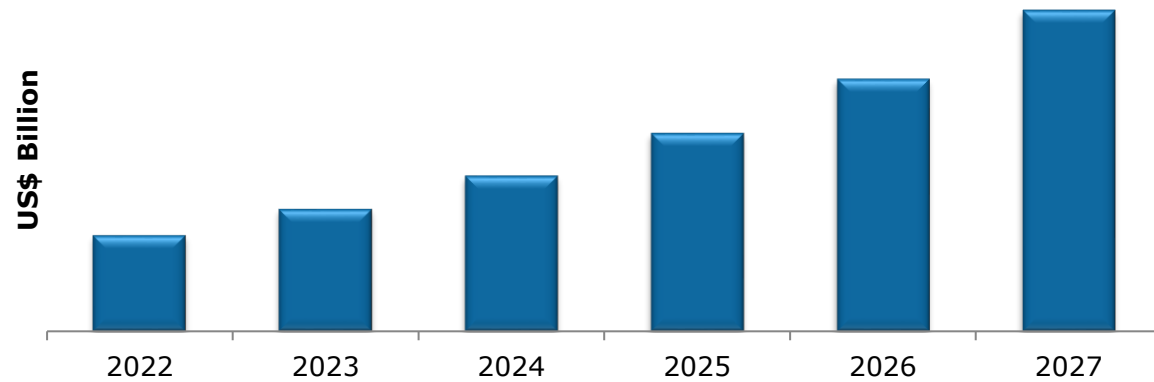
Europe, xx%

Asia Pacific, xx%

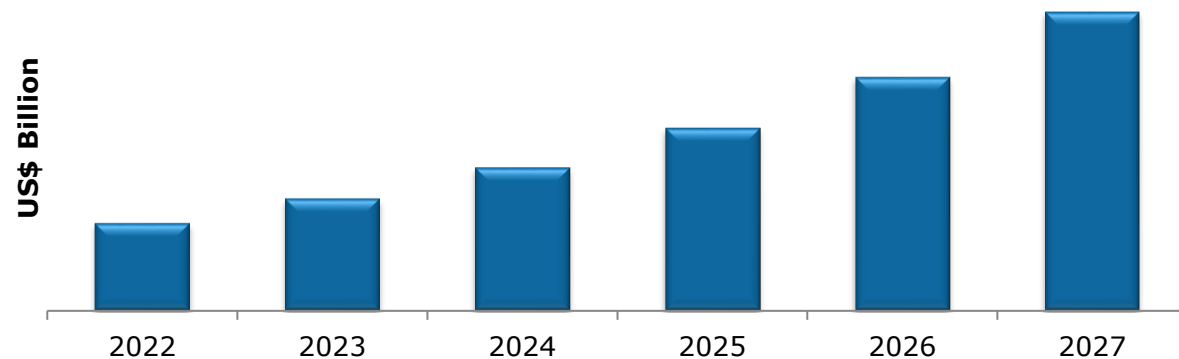
Rest of the World (ROW), xx%

Home Fragrance Market: Product Type Analysis

Global Scented Candles Home Fragrance Market by Value



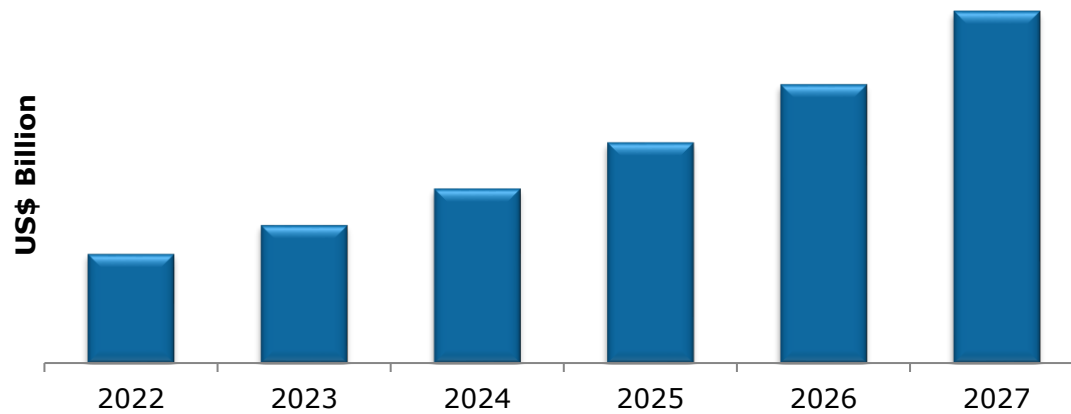
Global Room Spray Home Fragrance Market by Value



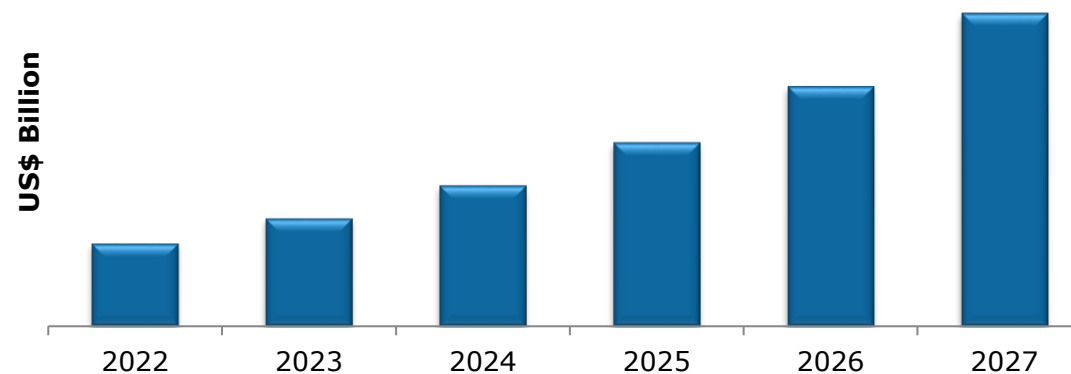
Product Type	CAGR (2022-2027)
Scented Candles	xx%
Room Spray	xx%
Reed Diffusers	xx%
Others	xx%

Home Fragrance Market: Distribution Channel Analysis

Global Supermarket/Hypermarket Home Fragrance Market by Value



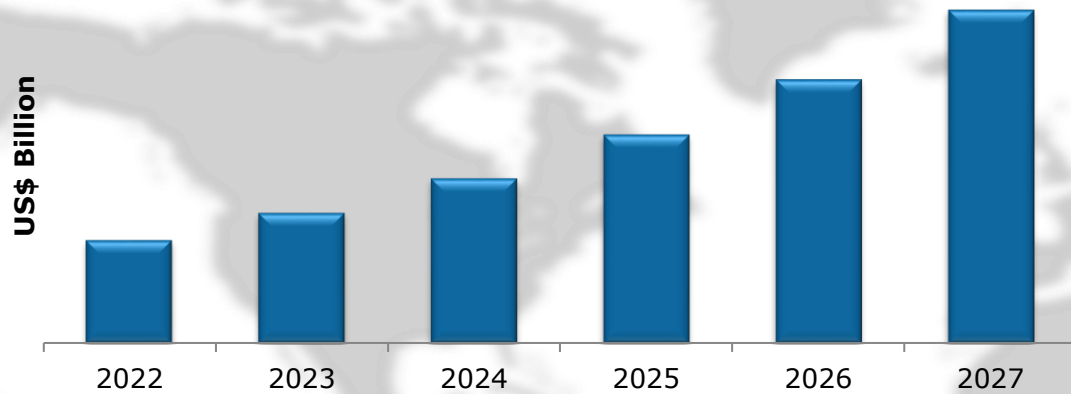
Global Online Stores Home Fragrance Market by Value



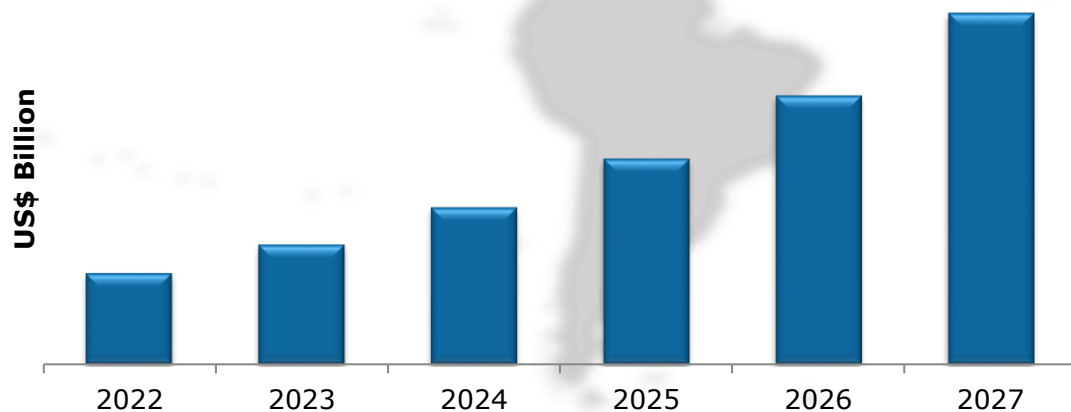
Distribution Channel	CAGR (2022-2027)
Supermarket/Hypermarket	xx%
Online Stores	xx%
Convenience Store	xx%
Others	xx%

Home Fragrance Market: Regional Analysis

North America Home Fragrance Market by Value



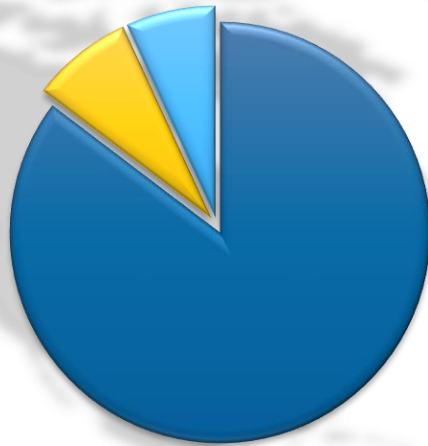
Asia Pacific Home Fragrance Market by Value



Region	CAGR (2022-2027)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World (ROW)	xx%

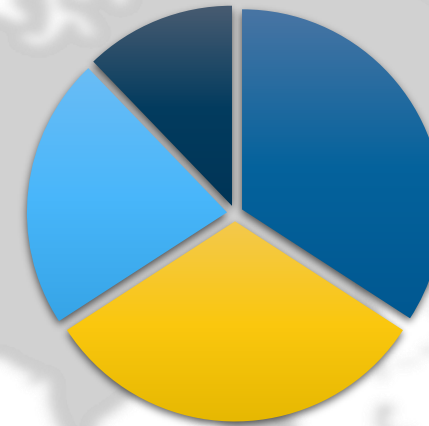
North America Home Fragrance Market: An Analysis

North America Home Fragrance Market by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

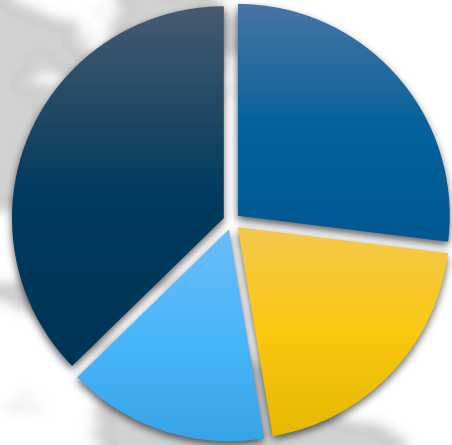
The US Home Fragrance Market by Product Type; 2021



Product Type	Share	CAGR (2022-2027)
Room Spray	xx%	xx%
Scented Candles	xx%	xx%
Reed Diffusers	xx%	xx%
Others	xx%	xx%

Europe Home Fragrance Market: An Analysis

Europe Home Fragrance Market by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
UK	xx%	xx%
France	xx%	xx%
Germany	xx%	xx%
Rest of Europe	xx%	xx%

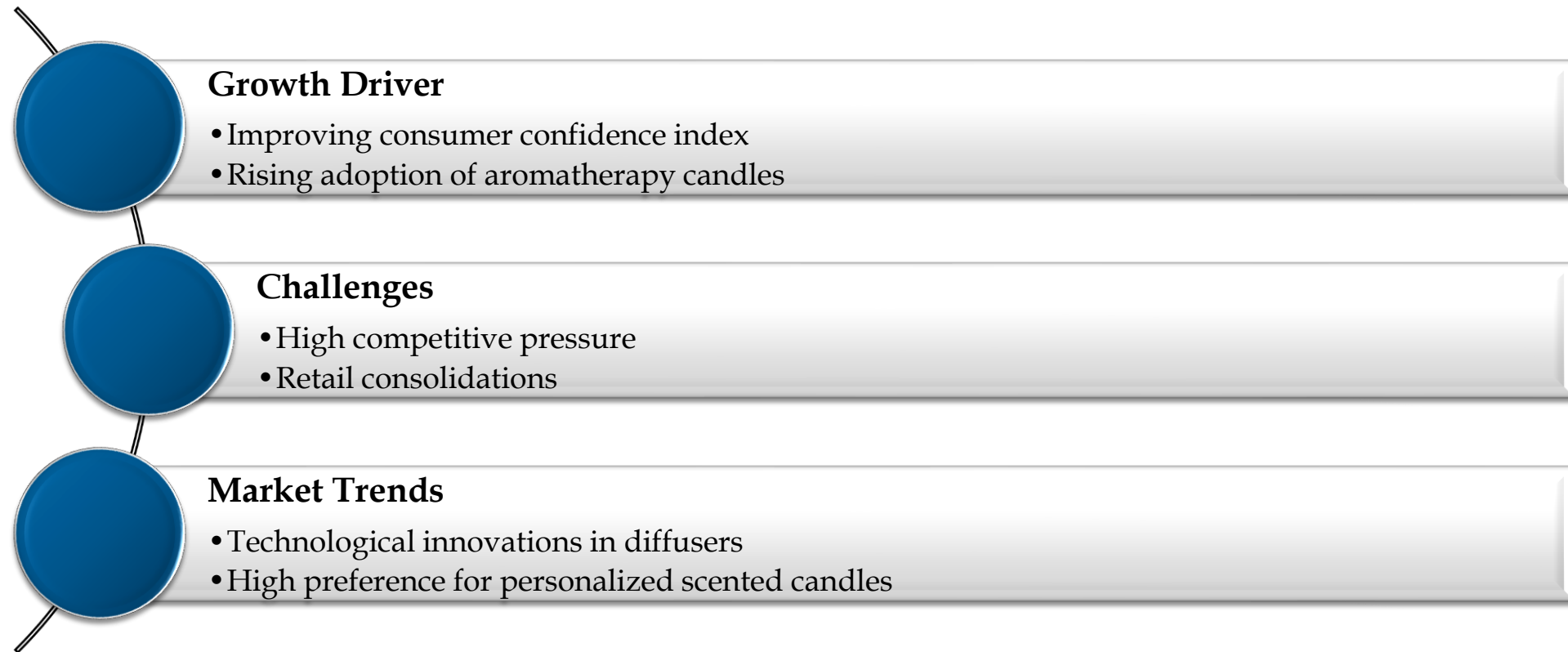
Asia Pacific Home Fragrance Market: An Analysis

Asia Pacific Home Fragrance Market by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
China	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Global Home Fragrance Market: Dynamics



Global Home Fragrance Market: Competitive Landscape

Players Profiled

- ❑ Reckitt Benckiser Group plc
- ❑ The Procter & Gamble Company
- ❑ Henkel AG & Co. KGaA
- ❑ Newell Brands Inc.
- ❑ 3M Company
- ❑ Godrej Consumer Products
- ❑ S.C. Johnson & Son Inc.
- ❑ Faultless Brands, Beaumont Products, Inc.
- ❑ Regent Holding Company, LLC (Illume, Inc.)
- ❑ GALA Group GmbH (Korona Candles)
- ❑ Voluspa
- ❑ Seda France Inc.
- ❑ NEST Fragrances, LLC