

Air Freshener Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Household Care, Cleaning & Home Living (Consumer Goods & Service S)

> ****Source:**** [<https://www.mordorintelligence.com/industry-reports/air-freshener-market>]([https://www.mordorintelligence.com/industry-reports/air-freshener-marke](https://www.mordorintelligence.com/industry-reports/air-freshener-market)t)

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 19.48 billion
Projected Forecast (2031)	USD 19.48 billion
Growth Rate (CAGR)	5.70 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Air Freshener industry](images/chart_2.png)

![Air Freshener Market Size](images/chart_3.png)

![Air Freshener Market Share by Product Type, 2025](images/chart_4.png)

![Air Freshener Market Share by End User, 2025](images/chart_5.png)

![Air Freshener Market Growth Rate by Region](images/chart_6.png)

![Air Freshener Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |

Market Size (2026) | USD 19.48 Billion |

Market Size (2031) | USD 25.67 Billion |

Growth Rate (2026 - 2031) | 5.70 % |

Fastest Growing Market | Asia Pacific |

Largest Market | North America |

Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Air Freshener Market Analysis by Mordor Intelligence The air freshener market size is expected to grow from USD 18.43 billion in 2025 to USD 19.48 billion in 2026 and is forecast to reach USD 25.67 billion by 2031 at 5.7% CAGR over 2026-2031. The market is evolving from basic odor control to comprehensive indoor air management solutions that combine wellness, sustainability, and smart-home integration. The increased focus on health following the pandemic maintains strong demand for products offering both fragrance and air purification benefits, while tighter regulations on volatile organic compounds (VOCs) drive manufacturers to develop safer formulations and environmentally friendly alternatives. Additionally, North America remains the largest market by consumer spending, with households increasingly investing in multi-functional air care products, while the Asia-Pacific region shows the fastest growth in premium product adoption, particularly in urban areas. The integration of technology, including app-controlled diffusers, AI-based scent customization, and IoT-enabled devices, enables manufacturers to command premium prices and offer personalized user experiences. Moreover, consumer demand for ingredient transparency and sustainable packaging has transformed from niche preferences to essential purchasing factors, leading companies to invest in recyclable materials, refill options, and clear ingredient labeling practices.

Key Report Takeaways* By product type, sprays led with 30.96% revenue share in 2025; diffusers are projected to post the fastest 5.83% CAGR to 2031.

* By ingredient, conventional/synthetic formulations captured 76.92% of the air fresheners market share in 2025, while natural/organic options are set to expand at a 6.12% CAGR through 2031.

* By end user, the residential segment accounted for a 71.10% share of the air fresheners market size in 2025 and is rising at a 6.55% CAGR to 2031.

* By geography, North America held 44.05% of 2025 revenue; Asia-Pacific is forecast to advance at a 7.08% CAGR through 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Air Freshener Market* Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline | Aggressive marketing by reputed brands | +1.2% | Global, with stronger impact in North America and Europe | Short term (≤ 2 years) | Sustainability initiatives | +0.8% | Global, led by Europe and North America, expanding to Asia-Pacific | Medium term (2-4 years) | Influence of social media platforms | +0.9% | Global, with highest penetration in North America, Asia-Pacific, and Europe | Short term (≤ 2 years) | Growth in real estate sector | +0.7% | Asia-Pacific core, spill-over to Middle East and Africa | Long term (≥ 4 years) | Rising consumer awareness of indoor air quality | +1.1% | Global, accelerated post-pandemic across all regions | Medium term (2-4 years) | Shift toward natural, organic, and eco-friendly products | +0.9% | North America and Europe leading, gradual adoption in Asia-Pacific | Long term (≥ 4 years) | Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The air freshener market is moderately consolidated, balancing opportunities for new entrants while established companies retain certain advantages. Major players in the market include Procter & Gamble Company, Reckitt Benckiser Group PLC, Armaly Brands Inc., and Church and Dwight Co. Inc. These companies utilize economies of scale in distribution networks, marketing investments, and research capabilities, which create entry barriers for smaller competitors in volume-based co

mpetition. However, increasing consumer demand for natural and eco-friendly products, combined with requirements for specialized fragrances, enables market entry for new companies and specialty manufacturers to establish targeted customer segments. This market structure drives continuous product innovation and differentiation, particularly in sustainable solutions.

Technology remains a key competitive factor in the market. Procter & Gamble utilizes artificial intelligence laboratories to analyze consumer scent preferences, enabling collaborative fragrance development with suppliers and optimizing product launches and refill varieties. SC Johnson focuses its research and development on developing bio-based solvents and low-temperature manufacturing processes to reduce carbon emissions, helping secure contracts with environmental requirements. Smaller companies focus on natural product certification and utilize social media marketing to build consumer loyalty without substantial advertising expenditure.

Industry partnerships continue to expand. Air quality monitoring companies incorporate fragrance systems, creating opportunities for brand collaboration on scent capsules. Retail businesses test subscription services that combine filters, fragrances, and usage analytics. In markets with limited intellectual property protection, premium brands implement authentication measures, including QR codes and tamper-evident packaging, to prevent counterfeiting and ensure product authenticity.

Air Freshener Industry Leaders* Procter & Gamble Company

- * Reckitt Benckiser Group PLC

- * Armaly Brands Inc.

- * Church and Dwight Co. Inc.

- * Newell Brands Inc. (Yankee Candle)

- * *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this study, the air freshener market means packaged products that are bought to remove, reduce, or mask odors and add fragrance in indoor or in-vehicle air, and the value is counted at manufacturer selling prices in USD.

Scope exclusions: Air-purifier equipment, HVAC filters, and stand-alone aromatic essential oils not sold as air fresheners are excluded from the market totals.

Segmentation Container

- * By Product Type* Sprays

- * Diffuser

- * Electric Air Freshner

- * Candle Air Freshner

- * Other Product Types

- * Ingredient* Conventional/Synthetic

- * Natural/Organic

- * By End User* Residential

- * Commercial

- * By Geography* North America* United States

- * Canada
- * Mexico
- * Rest of North America

- * Europe* Germany
- * United Kingdom
- * Italy
- * France
- * Spain
- * Netherlands
- * Poland
- * Belgium
- * Sweden
- * Rest of Europe

- * Asia-Pacific* China
- * India
- * Japan
- * Australia
- * Indonesia
- * South Korea
- * Thailand
- * Singapore
- * Rest of Asia-Pacific

- * South America* Brazil
- * Argentina
- * Colombia
- * Chile
- * Peru
- * Rest of South America

- * Middle East and Africa* South Africa
- * Saudi Arabia
- * United Arab Emirates
- * Nigeria
- * Egypt
- * Morocco
- * Turkey
- * Rest of Middle East and Africa

Frequently Asked Questions

How large is the air fresheners market today?

The air fresheners market is valued at USD 19.48 billion in 2026 and is projected to reach USD 25.67 billion by 2031.

Which product segment is growing fastest?

Diffusers are forecast to grow at a 5.83% CAGR, the quickest among all product types, driven by smart-home integration and long-lasting fragrance delivery.

Why is the residential segment so dominant?

Residential buyers represent 71.10% of 2025 revenue and are expanding at a 6.55% CAGR as home-centric lifestyles elevate indoor-air quality and ambiance priorities.

What region offers the highest growth potential?

Asia-Pacific leads with a projected 7.08% CAGR through 2031, underpinned by rapid

d urbanization, middle-class expansion and rising disposable income.