

# Home Fragrances 2009:

## Europe Market Analysis and Opportunities

**1st Edition**

**To Be Published 4th Quarter 2009**

**Base Year: 2008**

The authoritative source for coverage of the home fragrances market, focusing on key trends, challenges, and business opportunities and addressing questions such as:

- How will a recessionary economy affect this market?
- What is the next generation of product types?
- Are manufacturers going green?
- What are the truly new launches for the year?

## Report Scope

*Home Fragrances 2009: Europe Market Analysis and Opportunities* will provide subscribers with a comprehensive analysis of industry trends, market size and growth, and key competitors. This report will cover the European home fragrances market, which encompasses products that are purchased to provide the home with scent and ambiance.

Sales data will be provided on the overall market—with a breakdown for the top five European markets (France, Germany, United Kingdom, Spain, and Italy) and Russia, along with estimates for Western Europe and Eastern Europe—and at the category level, as well as by company and brand.

Each of the five product categories analyzed in this report will address the following:

- Category developments
- Category size and growth for 2008
- New product activity and fragrance trends
- Private-label sales
- Key competitors
- Retail distribution
- Five-year forecasts through 2013

The base year for the study will be 2008. The study will include forecasts by product category to the year 2013.

## Key Benefits

This report will serve as an excellent resource for marketers, suppliers, and manufacturers involved in the home fragrances market or for those interested in assessing the market. The report will enable the subscriber to:

- Identify market opportunities, including expanding distribution to other markets
- Augment business plans with highly reliable insights and data
- Quantify market sales by purchase channel
- Track growth segments within key product categories
- Develop sales forecasts through 2013

## Report Contents

### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

- Total industry size and growth, with country-specific data for the top five markets in Europe and Russia
- Market drivers and trends
- Category and channel sales breakdown
- Key lessons learned
- Challenges and opportunities
- Outlook to 2013

### 3. PRODUCTS

Profiles will be presented for each of the product categories listed in Table 1. Information provided in each category profile will include:

- Category development
- Sales data at the manufacturer, retail, and unit levels for 2008
- Manufacturers' sales for 2007 and 2008
- Trends
- Competition, including sales by company and brand for 2007 and 2008
- Private-label activity
- Retail outlets
- Promotion
- Outlook to 2013

### 4. COMPANIES

Profiles will be presented for the marketers of home fragrance products listed in Table 2. Each profile will include:

- Overview
- Corporate sales
- Home fragrance products and sales for 2007 and 2008
- Outlook and assessment

**Table 1**  
**Product Categories**

Candles

Diffusers (adjustable solids, electric wall diffusers, and reed diffusers, among others)

Home fragrance oils

Room sprays

Specialty products-a

a- Includes potpourri, incense, scented ceramics, and sachets, among others.

**Table 2**  
**List of Companies to be Profiled**

Blyth (Party Lite)

Bolsius

Colony Candle Company

Diptyque

Hergt

Jo Malone

L'Artisan Parfumeur

Lampe Berger

Millifiori

Penhaligon's

Procter & Gamble (Febreze)

Reckitt Benckiser (Air-Wick)

Rigaud

S.C. Johnson (Glade/Brise and Oust)

Sara Lee (Ambi Pur)

NOTE: List subject to change based on charter subscriber input.

# Home Fragrances 2009: Europe Market Analysis and Opportunities

## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts will conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including home fragrance product manufacturers and marketers, distributors and suppliers, key retailers, public relations executives, and other direct influencers on brand and supplier purchase decisions.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research will represent the bulk of our research efforts. In addition, this analysis will be supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 50 years.

Kline's research and consulting services extend across the entire cosmetics and toiletries industry. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at [sales@klinegroup.com](mailto:sales@klinegroup.com), visit our website at [www.KlineGroup.com](http://www.KlineGroup.com), or contact us at any of our regional offices listed below.

### Recently published or in-progress research for the Consumer Products industry includes:

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