



13 new purchase behaviors for a breath of fresh air.

January 10, 2022

Timeframe.

- 12/21 to 12/29, 2021.

The research goals.

- See how consumers prefer to scent their homes.
- Identify the level of interest in air fresheners from category shoppers.
- Understand how the category has been impacted by the pandemic.

Sample.

- N = 200.
- 18-64 years of age.
- Natural fallout on gender, ethnicity, and other demos.

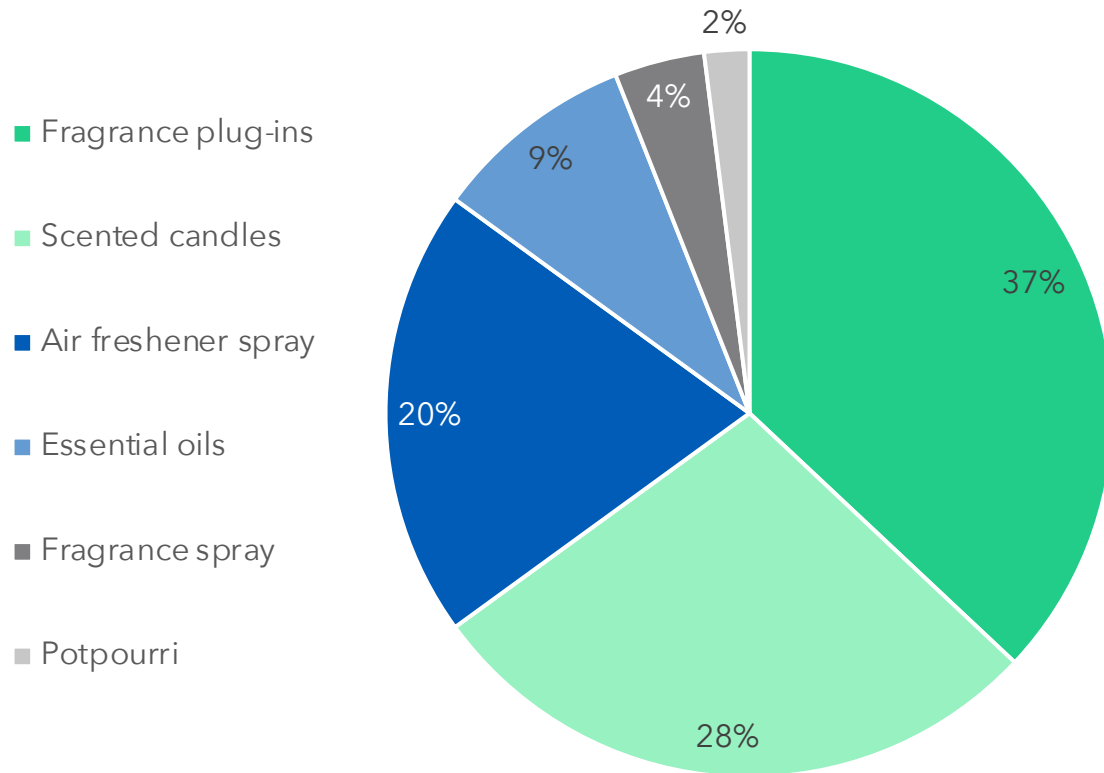
Methodology Overview.

- MFour used Surveys On The Go to identify consumers leaving Target, Walmart, Walgreens, and CVS.
- Then, a survey was sent for their feedback.

Home fragrance plug-ins are a fan favorite.

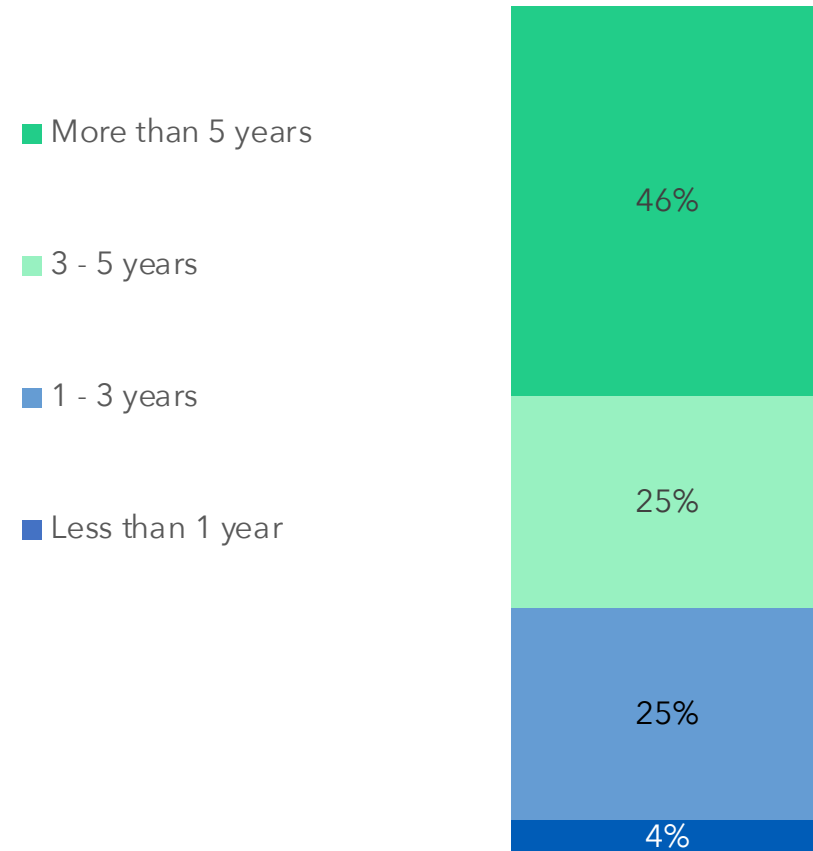


What's your favorite way to scent your home?



Base: 200 (Total)

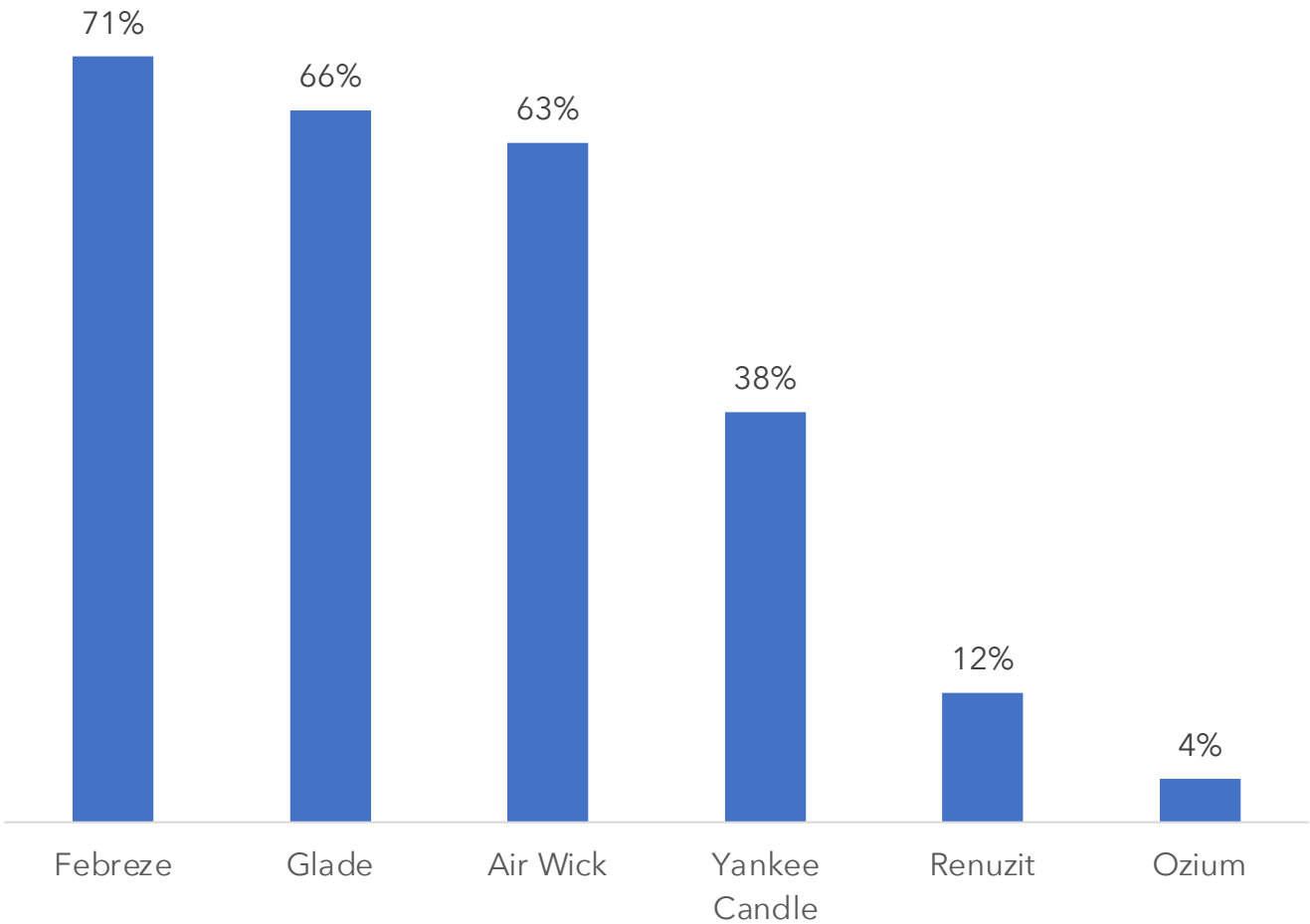
How long have you been using your favorite product?



Febreze is the category leader in air fresheners.

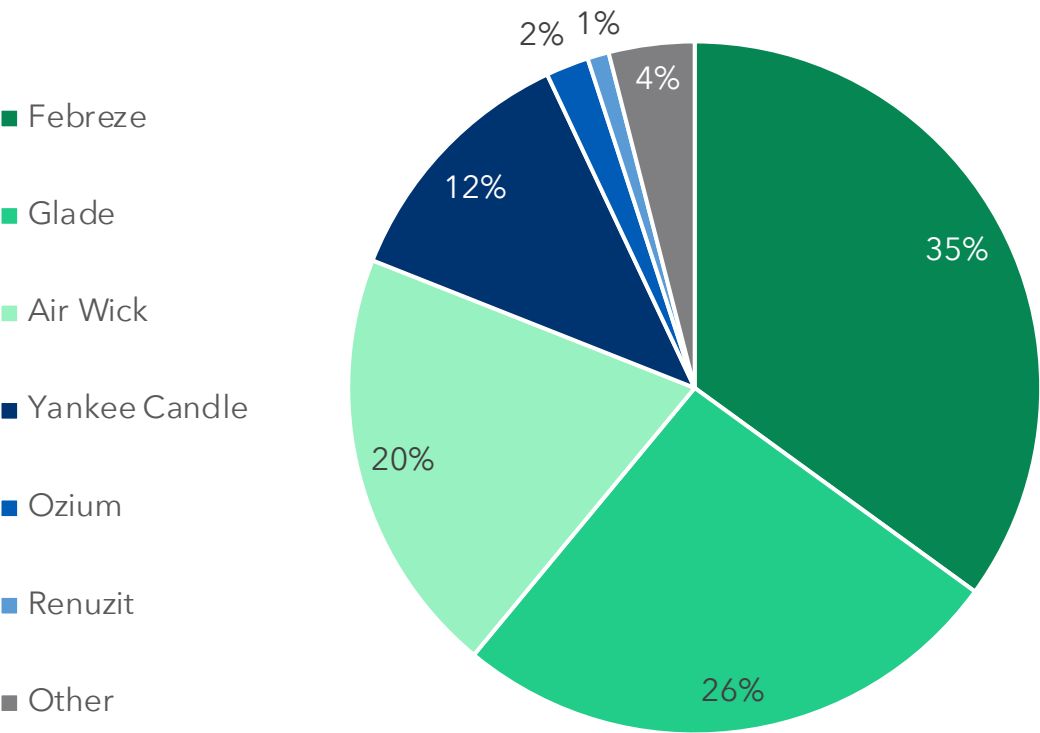


Which air freshener brands do you buy?



Base: 200 (Total)

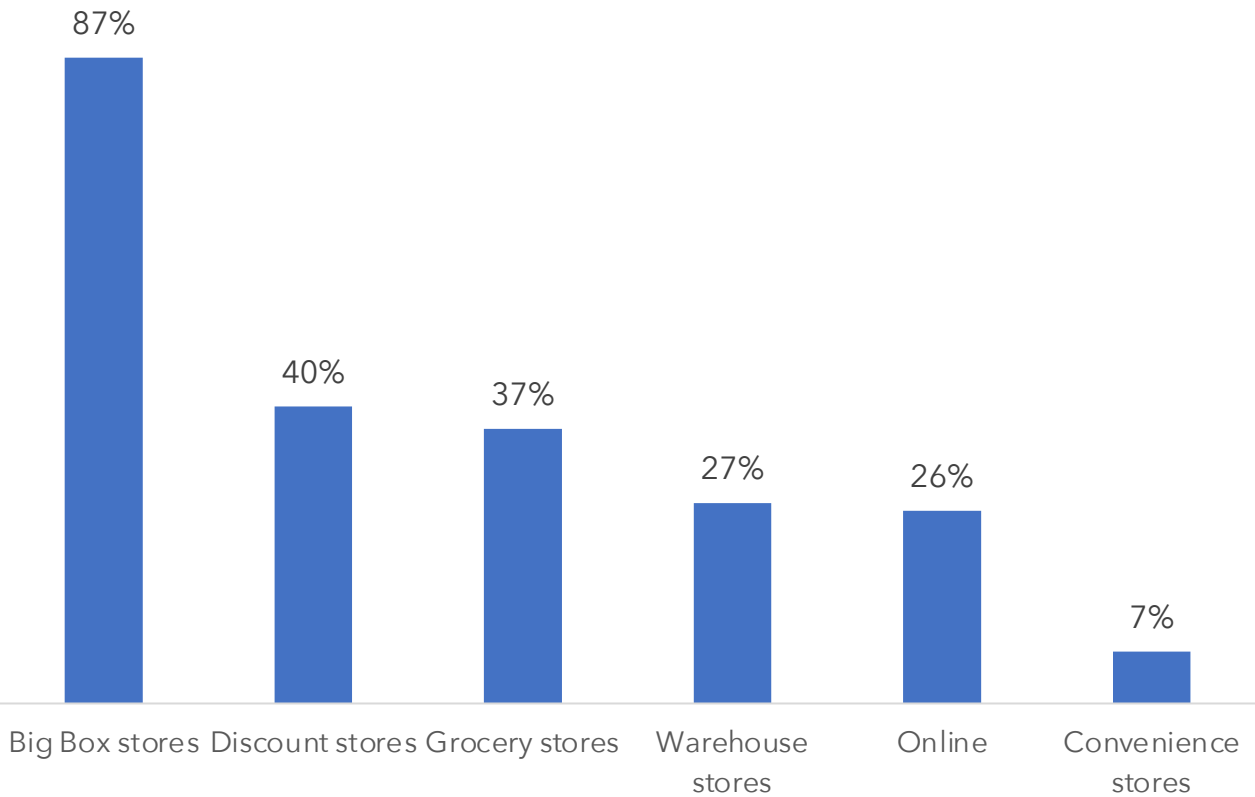
What's your favorite air freshener / plug-in brand?



Consumers shop Big Box - 2x more than anywhere else.

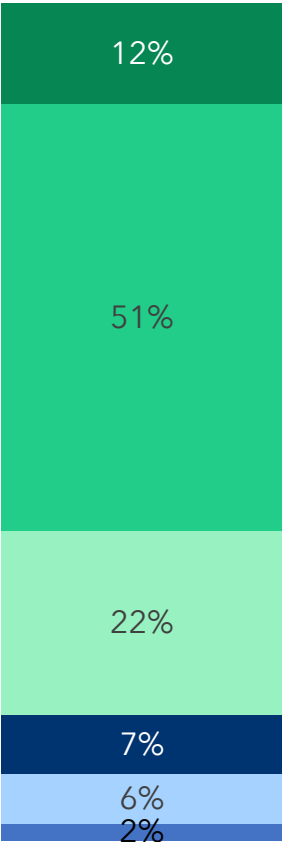


Where do you usually buy air fresheners?



How often do you buy air fresheners?

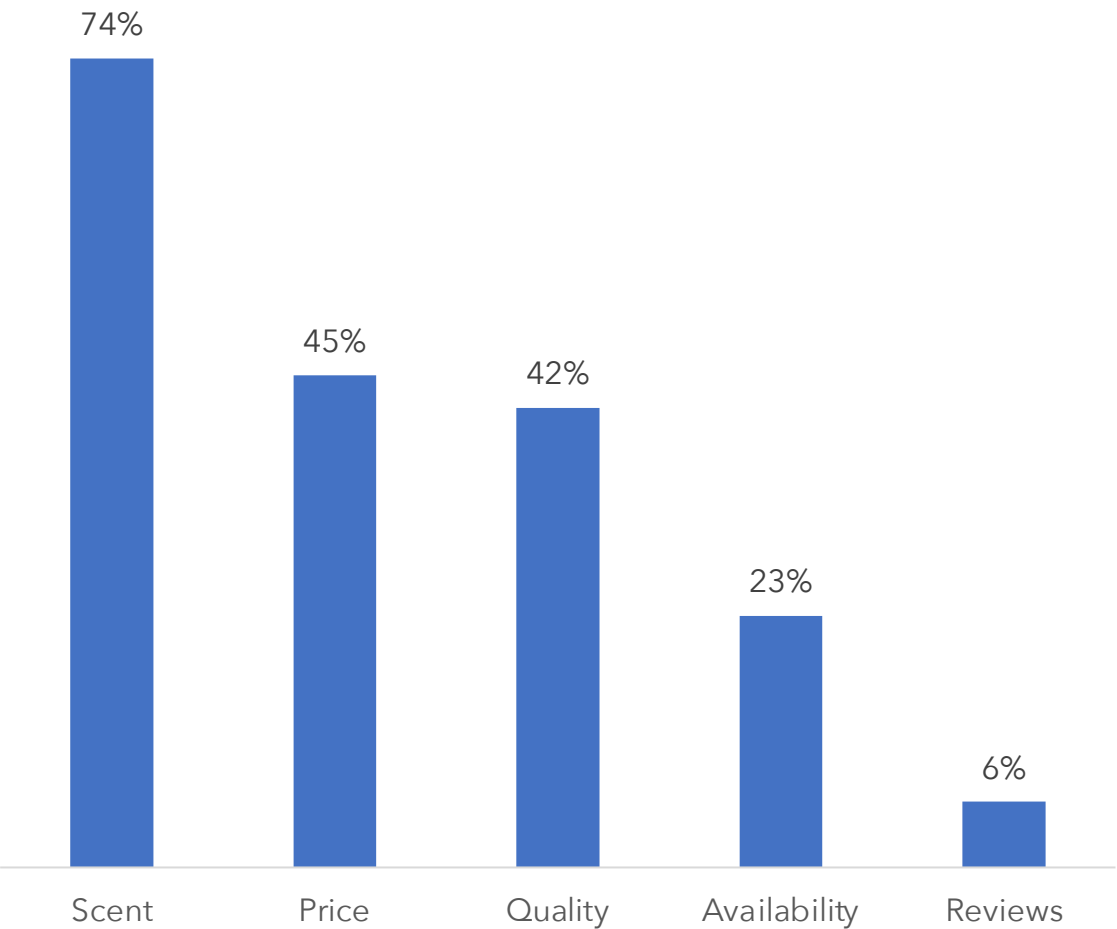
- Weekly
- Monthly
- Every 2 to 3 months
- Every 4 to 6 months
- 1 to 2 times a year
- Less than once a year



A good air freshener scent helps people unwind and relax.

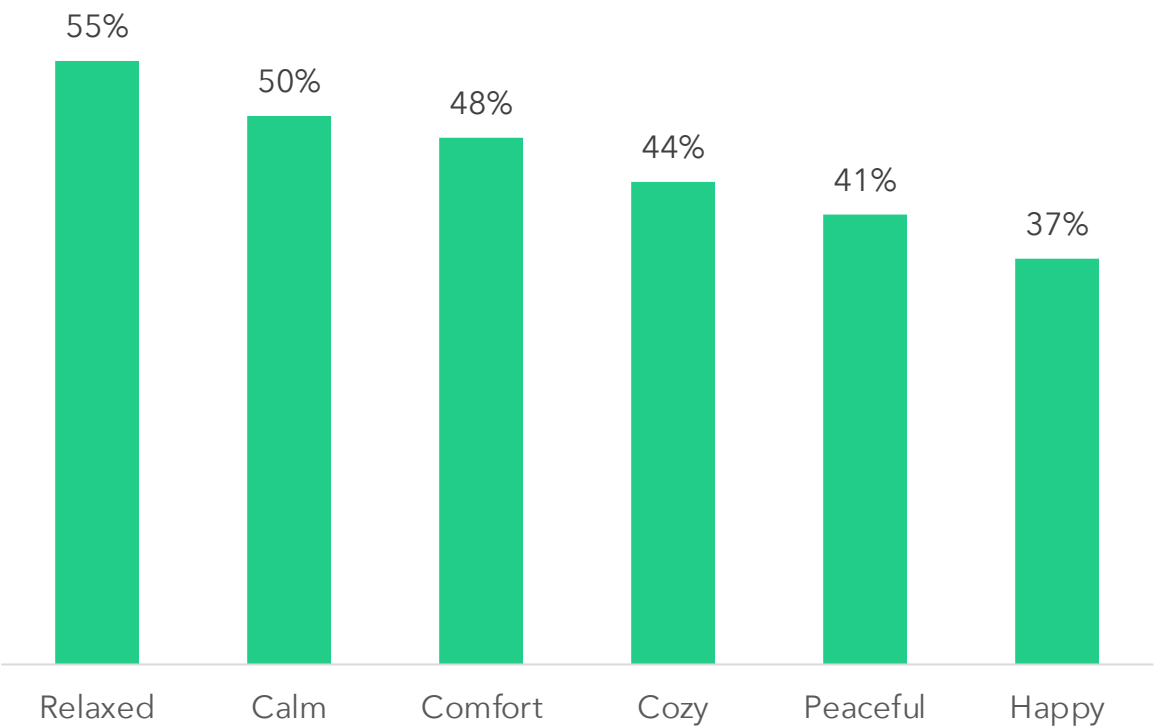


What is most important when selecting a brand of air freshener?



Base: 200 (Total)

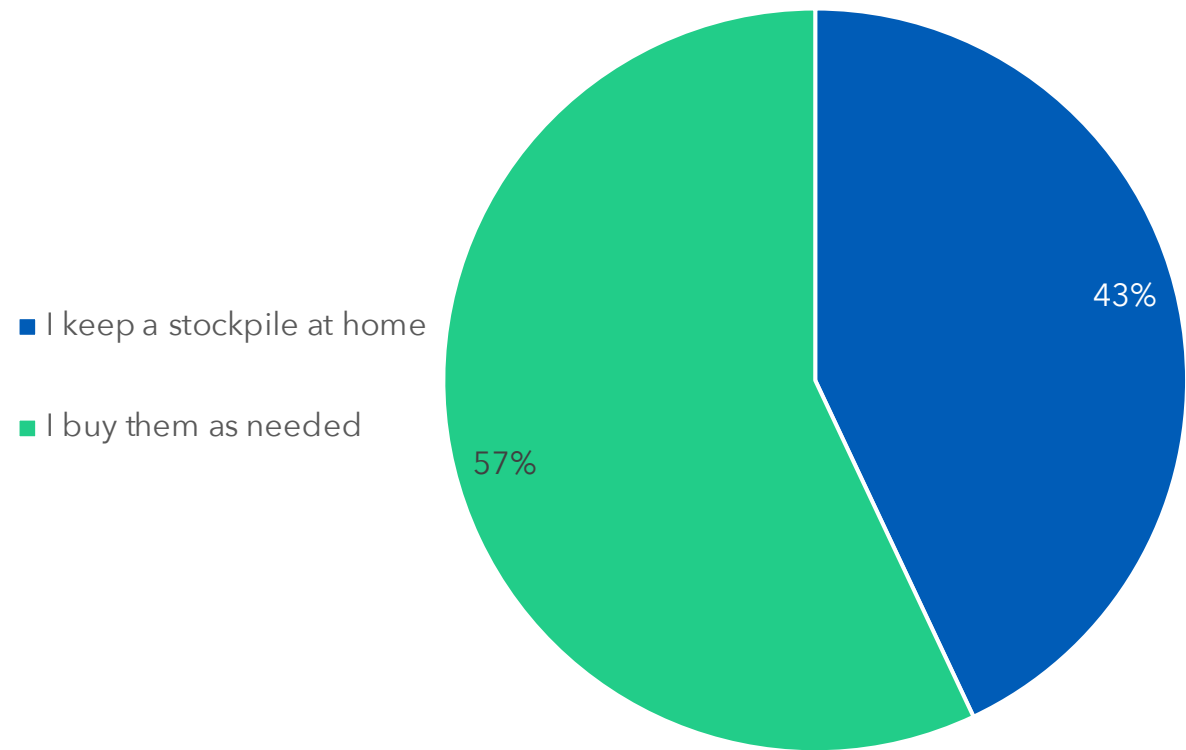
Describe your "go-to" scent. It makes me feel...



Consumers shop for air fresheners as needed + seasonally.

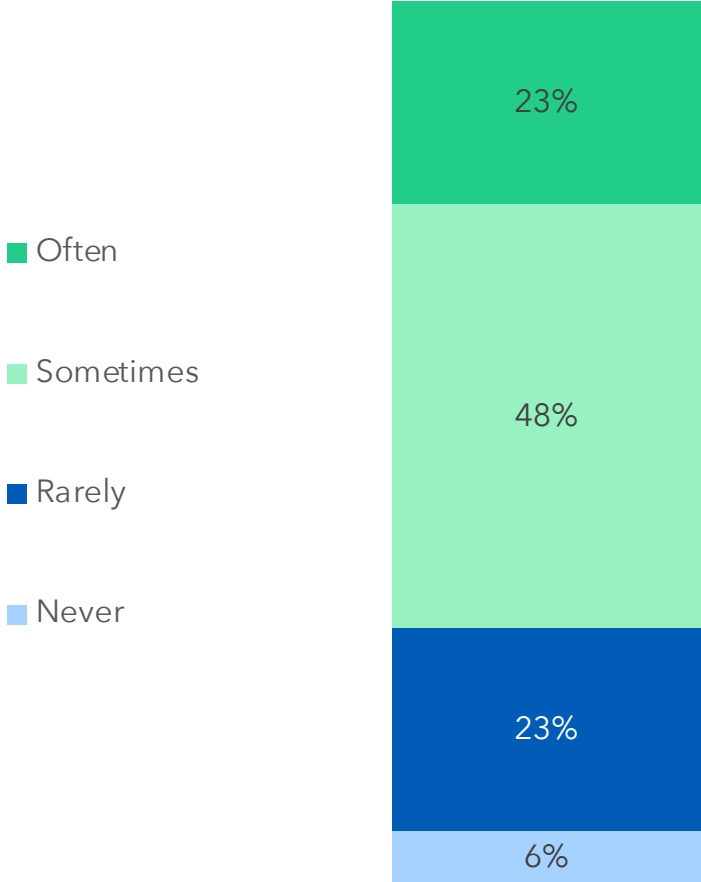


When it comes to air fresheners, do you keep a stockpile at home?



Base: 200 (Total)

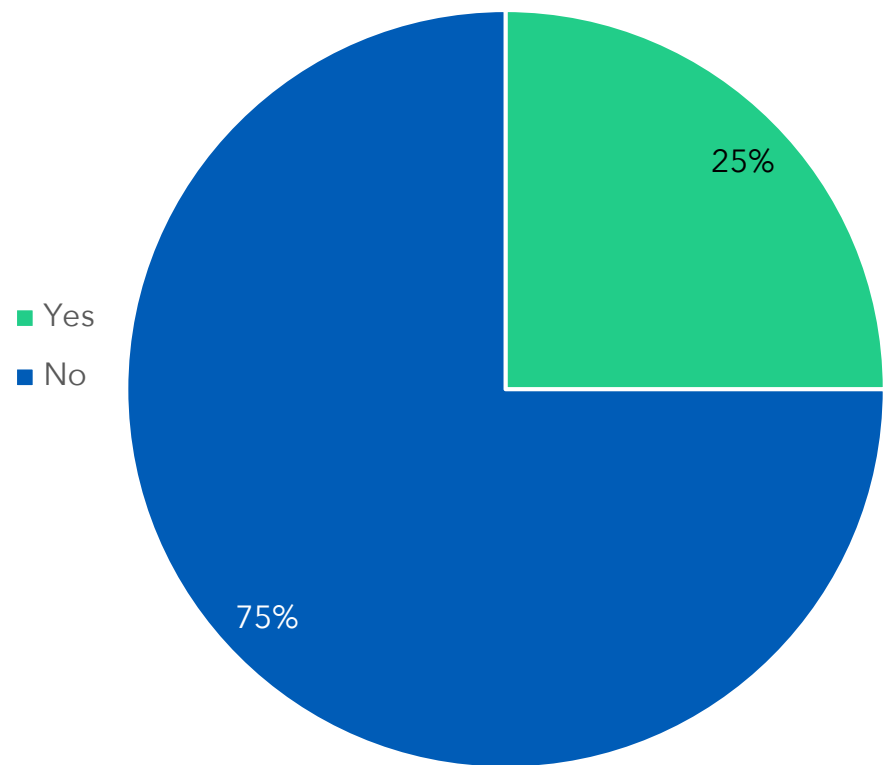
How often do you buy seasonal fragrances?



Shopping habits stayed the same despite the pandemic.

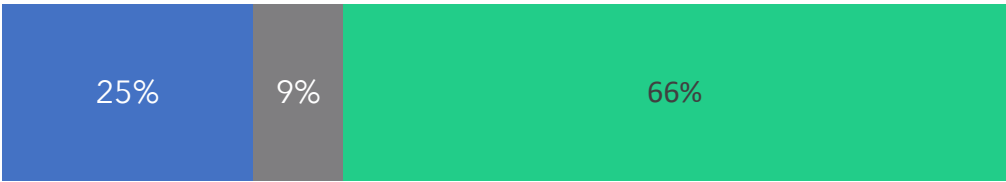


Has the pandemic changed how you buy home fragrances?

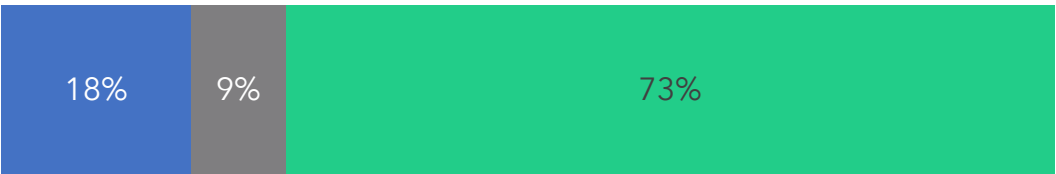


Base: 200 (Total)

Did you stock up on fragrances more or less now?



Is buying fragrances more or less important to you now, than pre-pandemic?



More Less Same



About MFour.



MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.



Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.