13 new purchase behaviors for a breath of fresh air.

January 10, 2022
Timeframe.


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?

- Fragrance plug-ins: 37%
- Scented candles: 28%
- Air freshener spray: 20%
- Essential oils: 9%
- Fragrance spray: 4%
- Potpourri: 2%

Base: 200 (Total)

How long have you been using your favorite product?

- More than 5 years: 46%
- 3 - 5 years: 25%
- 1 - 3 years: 25%
- Less than 1 year: 4%
Febreze is the category leader in air fresheners.

Which air freshener brands do you buy?

- **Febreze**: 71%
- **Glade**: 66%
- **Air Wick**: 63%
- **Yankee Candle**: 38%
- **Renuzit**: 12%
- **Ozium**: 4%
- **Other**: 4%

Base: 200 (Total)

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

- **Febreze**: 35%
- **Glade**: 26%
- **Air Wick**: 20%
- **Yankee Candle**: 12%
- **Ozium**: 4%
- **Renuzit**: 2%
- **Other**: 1%

Base: 200 (Total)
Consumers shop Big Box - 2x more than anywhere else.

Where do you usually buy air fresheners?

- Big Box stores: 87%
- Discount stores: 40%
- Grocery stores: 37%
- Warehouse stores: 27%
- Online: 26%
- Convenience stores: 7%

How often do you buy air fresheners?

- Weekly: 12%
- Monthly: 51%
- Every 2 to 3 months: 22%
- Every 4 to 6 months: 7%
- 1 to 2 times a year: 6%
- Less than once a year: 2%

Base: 200 (Total)
A good air freshener scent helps people unwind and relax.

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

- Scent: 74%
- Price: 45%
- Quality: 42%
- Availability: 23%
- Reviews: 6%

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

- Relaxed: 55%
- Calm: 50%
- Comfort: 48%
- Cozy: 44%
- Peaceful: 41%
- Happy: 37%

Base: 200 (Total)
Consumers shop for air fresheners as needed + seasonally.

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

- I keep a stockpile at home: 43%
- I buy them as needed: 57%

How often do you buy seasonal fragrances?

- Often: 23%
- Sometimes: 48%
- Rarely: 23%
- Never: 6%

Base: 200 (Total)
Shopping habits stayed the same despite the pandemic.

Has the pandemic changed how you buy home fragrances?

- Yes: 25%
- No: 75%

Did you stock up on fragrances more or less now?

- More: 25%
- Less: 9%
- Same: 66%

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

- More: 18%
- Less: 9%
- Same: 73%

Base: 200 (Total)
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.
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.