

## Air Care in Germany

Market Direction | 2022-07-05 | 20 pages | Euromonitor

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### Report description:

While air care was unable to reverse the long-term declining trend for products not perceived as "natural" and useful to have in the home, the pandemic continued to have some positive impact on sales with candle air fresheners, electric air fresheners and other air care in particular recording further growth. With consumers still working and studying from home in 2021, they were able to focus on home ambience. This supported the demand for air purifiers (consumer appliances) and some air care pr...

Euromonitor International's Air Care in Germany market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Candle Air Fresheners, Car Air Fresheners, Electric Air Fresheners, Gel Air Fresheners, Liquid Air Fresheners, Other Air Care, Spray/Aerosol Air Fresheners.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Air Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2022

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Air care benefits from prolonged home seclusion

Lockdown and travel restrictions continue to hamper the use of car air fresheners

SC Johnson retains slim lead in 2021

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Subdued but positive demand for air care expected over forecast period

Return to pre-pandemic lifestyles and travel habits offers respite for car air fresheners

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