

## **Air Care in China**

Market Direction | 2023-01-24 | 16 pages | Euromonitor

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### **Report description:**

Air care delivered solid growth in 2021, due to increasing awareness of hygienic and healthy indoor air quality. However, after consistent growth for many years, and despite the COVID-19 resurgence in 2022, the current value growth rate was minimal for air care in this year with a marginal decline in volume terms. With the purchasing power of the younger generation growing, the "scent economy" is rising to satisfy their demand beyond fundamental product features. Therefore, this has extended con...

Euromonitor International's Air Care in China 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 2027 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.

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reliable information resources to help drive informed strategic planning.

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