

Air Care in Colombia

Market Direction | 2023-01-25 | 17 pages | Euromonitor

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Report description:

Air care is among the most negatively impacted categories in 2022, with consumers being heavily impacted by rising price points and inflation, causing them to rethink their budgets. As such, air care products suffered from being viewed as non-essential products. However, alongside being the best current retail value sales performer, aerosol/spray, which accounts for the majority of sales within air care, only recorded a marginal decline in volume growth. This is due to consumers switching from o...

Euromonitor International's Air Care in Colombia 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.

Table of Contents:

Air Care in Colombia
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List Of Contents And Tables

AIR CARE IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care suffers from being considered an unessential product in home care

Stick formats drives sales of liquid air fresheners in 2022

Productos Familia Sancela offers eco-friendly options, while SC Johnson & Son retains the lead

PROSPECTS AND OPPORTUNITIES

Economic uncertainty will impact non-essential products, including air care

Liquid air fresheners benefit from being eco-friendly, driving retail volume growth

Traditional scents will continue to dominate sales across the coming years

CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2017-2022

Table 2 Sales of Air Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Air Care: % Value 2018-2022

Table 4 LBN Brand Shares of Air Care: % Value 2019-2022

Table 5 Forecast Sales of Air Care by Category: Value 2022-2027

Table 6 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME CARE IN COLOMBIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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