

Air Care in Croatia

Market Direction | 2023-01-24 | 15 pages | Euromonitor

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Report description:

Air care was one of the better performers of home care products in 2022, with both current value and healthy volume growth. This was in spite of high inflation, stemming from the war in Ukraine, which has resulted in an energy crisis. One contributing factor to the healthy performance was with foreign tourists returning in droves in 2022, many apartment owners were letting out their apartments through schemes such as Airbnb, and as a result spent significant sums on toilet care products. In addi...

Euromonitor International's Air Care in Croatia 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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Multinationals continue to dominate air care, but private label gaining

Spray/aerosol air fresheners continue to account for most value sales

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