

Air Care in France

Market Direction | 2023-01-25 | 20 pages | Euromonitor

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Report description:

Air care remains a niche category which was boosted by the onset of the pandemic, during which people remained at home and sought to make their living spaces cosier. Despite an expected sales slump following this boost, the new hybrid working models and fact that consumers spend more time entertaining at home than they did pre-pandemic, are maintaining sales to a degree. This is boosting interest in air care products such as candles, sprays, and electric fresheners, as consumers continue to enha...

Euromonitor International's Air Care in France 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 France
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List Of Contents And Tables

AIR CARE IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hybrid working and more time spent at home compared to pre-pandemic days maintain demand for air care products

Innovation and wellness trends continue to attract consumers, despite declining purchasing power

Car air fresheners is the winner in 2022, thanks to resumed mobility following the pandemic restrictions

PROSPECTS AND OPPORTUNITIES

Health and wellness trends will maintain niche demand for air care products

Sustainability and natural ingredients will grow in air care

Innovation and premiumisation will drive value sales during the forecast period

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 Sales of Air Care by Fragrance: Value Ranking 2020-2022

Table 4 NBO Company Shares of Air Care: % Value 2018-2022

Table 5 LBN Brand Shares of Air Care: % Value 2019-2022

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

Table 7 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME CARE IN FRANCE

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 8 Households 2017-2022

MARKET DATA

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

Table 10 Sales of Home Care by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Home Care: % Value 2018-2022

Table 12 LBN Brand Shares of Home Care: % Value 2019-2022

Table 13 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 14 Distribution of Home Care by Format: % Value 2017-2022

Table 15 Distribution of Home Care by Format and Category: % Value 2022

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

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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