

Air Care in Saudi Arabia

Market Direction | 2023-01-25 | 19 pages | Euromonitor

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Report description:

Despite the impact of inflation and price hikes on a range of groceries, air care continued to see slow but positive growth in retail volume terms in 2022. Volume sales of air care products slumped in 2020 due to the impact of COVID-19 on Saudi Arabia's economy. Many households saw a drop in their disposable income, in part due to the knock-on effects of COVID-19 and the measures taken to contain it, but also due to other issues such as the drop in oil prices and the hike in VAT to 15%. Faced wi...

Euromonitor International's Air Care in Saudi Arabia 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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AIR CARE IN SAUDI ARABIA

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Air care continues to see a slow recovery in 2022

International brands continue to dominate as new product development remains key

Affordability and availability the cornerstones of the popularity of spray/aerosol air fresheners

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Consumers expected to shift towards products with a more natural image

International brands set to retain dominance, but local players could present growing competition

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