

Air Care in Spain

Market Direction | 2023-01-27 | 19 pages | Euromonitor

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Report description:

Air care continued to see steady growth in retail volume terms in 2022 as room scenting continued to gain momentum in Spain. Consumers increasingly favour creating a relaxing and welcoming ambience in the home by using air care products. Spray/aerosol air fresheners remains the most popular format, largely due to the more accessible average unit price of these products and the wide variety of options. However, an increasing number of consumers are turning to other options such as candle air fres...

Euromonitor International's Air Care in Spain 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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The end of the pandemic has differing results across air care

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Price set to play a significant role as disposable income is squeezed

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