

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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Air Care in Spain
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List Of Contents And Tables

AIR CARE IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care still full of potential as consumers look to improve the ambience of their homes

Health and wellbeing trend offers potential opportunities for air care manufacturers

The end of the pandemic has differing results across air care

PROSPECTS AND OPPORTUNITIES

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

More time spent in cars set to push sales of car air fresheners, while the Mikado trend is set to fuel interest in liquid air fresheners

Air care could go green in search of sales

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 SPAIN

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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