

Air Care in Argentina

Market Direction | 2023-01-01 | 17 pages | Euromonitor

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Report description:

All those categories that benefited from the onset of the pandemic were the worst affected in 2022. As restrictions lifted and consumer behaviour returned to pre-pandemic levels. Notably, consumer fear of contagion declined significantly and those subcategories directly associated with disinfection saw sales plummet. This impacted aerosol fresheners, especially aerosol disinfectants, within air care.

Euromonitor International's Air Care in Argentina 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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2022 DEVELOPMENTS

Aerosol disinfectants' poor performance in 2022 impacted the entire category

Government policies discourage the use of cars, impacting sales of car air fresheners

SC Johnson & Son sees mixed performance in 2022, but remains category leader thanks the popularity of Glade

PROSPECTS AND OPPORTUNITIES

Aerosol fresheners will be boosted by home office increasing practice

New generations might help prevent more significant decline within electric air fresheners in the coming years

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