

Air Care in Denmark

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

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Report description:

Retail value sales of air care recorded noticeable growth in 2022. Inflationary pressures are a key contributor to this strong value increase, while volume sales saw a decline during the year. Overall, increases in the cost of raw materials, shipping costs, labour wages and energy have led to substantial price increases in all home care categories, including air care. The decline in consumer purchasing power and heightened price sensitivity resulted in a trading down to private label and also a...

Euromonitor International's Air Care in Denmark 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.

Table of Contents:

Air Care in Denmark
Euromonitor International
January 2023

List Of Contents And Tables

AIR CARE IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures contribute to strong value increase in sales of air care

Products with natural formulas favoured as overall volume demand continues to decline

Convenience and versatility remain focal points in new product development activity

PROSPECTS AND OPPORTUNITIES

Growing preference for fragrance-free homes will continue to depress demand

Health and sustainability concerns will encourage greater use of natural ingredients

Candle and liquid air fresheners offer best potential for premiumisation

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 DENMARK

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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