

Air Care in Estonia

Market Direction | 2023-02-01 | 15 pages | Euromonitor

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Report description:

During 2020, consumers were forced to spend more time at home in light of the Coronavirus (COVID-19) pandemic. In addition to lockdown and general home seclusion, more people had to work and study from home. This increased awareness of the home environment and led to faster retail volume growth in air care overall, compared with the early review period. This trend continued in 2021 and 2022, even as consumers slowly returned to pre-pandemic lifestyles, including the resumption of out-of-home wor...

Euromonitor International's Air Care in Estonia 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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AIR CARE IN ESTONIA

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Revived premiumisation trend spurs liquid air fresheners

Reckitt Benckiser leverages high brand awareness to lead air care

PROSPECTS AND OPPORTUNITIES

Variety and premiumisation to spur growth in the liquid and gel formats

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