

Air Care in Ireland

Market Direction | 2023-01-01 | 18 pages | Euromonitor

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Report description:

Air care in Ireland recorded low-level volume growth in 2022, with volume growth driven by candle air fresheners and revived demand for spray/aerosol fresheners from low-end consumers, who found themselves under price pressures. Candle air fresheners continue to help drive sales growth for the category since many consumers choose this format for the fragrance, as well as the ambience and the relaxing impact it provides to their homes.

Euromonitor International's Air Care in Ireland 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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Car air fresheners are challenged as many Irish opt for hybrid working

Electric air fresheners suffer from constrained demand caused by inflation

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