

Air Care in North Macedonia

Market Direction | 2023-02-01 | 16 pages | Euromonitor

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Report description:

In response to the outbreak of COVID-19, air care saw a significantly poor performance. This was because air care products were perceived as essential, so consumers were quick to cut them out. After two years of stagnant retail volume growth amidst the outbreak and consequence of the COVID-19 pandemic, all product areas in air care, except for gel air fresheners, managed to achieve moderate volume growth in 2022. Due to the significant inflation and rising unit prices, this resulted in stronger...

Euromonitor International's Air Care in North Macedonia 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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SOURCES

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