

Air Care in Norway

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

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Report description:

Norwegians tend to have a preference for clean, natural and scent-free homes, with the result that air care is not deemed a necessity by many consumers. Moreover, concerns over the impact of harmful chemicals on personal health and the environment placed downward pressure on sales of air care in both value and volume terms for most of the review period. While the COVID-19 pandemic provided a temporary halt to the declining sales trend, due to consumers' spending more time within the home, volume...

Euromonitor International's Air Care in Norway 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 is not viewed as essential by Norwegian consumers, who prefer scent-free or natural home aromas

Candle air fresheners inject element of premiumisation

Manufacturers attempt to add value through slow-release technology

PROSPECTS AND OPPORTUNITIES

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Environmental concerns will add impetus to new product development

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