

Air Care in Peru

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

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Report description:

Air care saw total volume sales tip back into positive territory in 2022 after having posted declines in this respect over 2020-2021. The return to growth was underpinned by increased demand in the dominant category of spray/aerosol air fresheners. Due to fears surrounding COVID-19, heightened concerns about the potentially negative respiratory health effects of such products had weakened their appeal during the first two years of the pandemic. However, these concerns have since receded in line...

Euromonitor International's Air Care in Peru 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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Increased demand for spray/aerosol products lifts overall performance of air care

Most categories benefit as Peruvians continue to spend more time at home

Glade launches new reed diffuser product in liquid air fresheners

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Overall demand for air care products predicted to increase steadily

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Summary 1 Research Sources

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