

## **Air Care in Romania**

Market Direction | 2023-01-01 | 19 pages | Euromonitor

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### **Report description:**

Air care maintains healthy value and volume growth both in 2022, following the boost seen during the era of the pandemic lockdowns when consumers sought to enhance their home environments. Indeed, air care has particularly benefitted from this trend and, despite growth having slowed down a little following the boom, demand remains consistent, and consumers continue to seek a pleasant ambiance at home. It is also worthy of note that some Romanians (especially high-income consumers, being key cust...

Euromonitor International's Air Care in Romania 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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