

Air Care in Slovakia

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

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Report description:

SC Johnson was able to maintain its leading position in air care in 2022, looking to reinforce its standing with the introduction of a series of new products. The company introduced candle air fresheners in new designs and scents aimed at promoting calmness and happiness, and electric air fresheners in the same new scents. However, private label continued to exert a growing influence on air care due to the offer of perceived superior value for money compared to branded competitors. Moreover, pri...

Euromonitor International's Air Care in Slovakia 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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