

**Air Care in the Czech Republic**

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

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

Air care has benefited to some extent from the fact that consumers spent more time at home during the COVID-19 crisis and have, therefore, placed a greater emphasis on maintaining a comfortable and appealing domestic environment. However, it has also been adversely affected by the fact that air care products are generally deemed non-essential and are, therefore, easy for consumers to reject in favour of items such as cleaning and washing products during periods of heightened budget-consciousness...

Euromonitor International's Air Care in Czech Republic 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Air Care in the Czech Republic  
Euromonitor International  
January 2023

### List Of Contents And Tables

#### AIR CARE IN THE CZECH REPUBLIC

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Air care sees falling volume sales overall in 2022, with consumers shifting towards modern and natural products within the category

Investment in innovation and communication supports sales in air care

RB (Hygiene Home) leads with its Air Wick brand, just ahead of Glade/Brise from SC Johnson

##### PROSPECTS AND OPPORTUNITIES

Volume sales to stay negative throughout the forecast period

Liquid air fresheners will lead growth as manufacturers shift further away from car air fresheners

Health and wellness trends will impact development, pushing demand for natural products

##### CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2017-2022

Table 2 Sales of Air Care by Category: % Value Growth 2017-2022

Table 3 Sales of Air Care by Fragrance: Value Ranking 2020-2022

Table 4 NBO Company Shares of Air Care: % Value 2018-2022

Table 5 LBN Brand Shares of Air Care: % Value 2019-2022

Table 6 Forecast Sales of Air Care by Category: Value 2022-2027

Table 7 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

#### HOME CARE IN THE CZECH REPUBLIC

##### EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 8 Households 2017-2022

##### MARKET DATA

Table 9 Sales of Home Care by Category: Value 2017-2022

Table 10 Sales of Home Care by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Home Care: % Value 2018-2022

Table 12 LBN Brand Shares of Home Care: % Value 2019-2022

Table 13 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 14 Distribution of Home Care by Format: % Value 2017-2022

Table 15 Distribution of Home Care by Format and Category: % Value 2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Forecast Sales of Home Care by Category: Value 2022-2027

Table 17 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Air Care in the Czech Republic**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-20
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)