

Air Care in the Czech Republic

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

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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.

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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

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