

## **Air Care in the Netherlands**

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

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### **Report description:**

Current retail value sales of air care increased substantially in 2022 as unit prices rose in line with inflation. Unlike other categories in home care, where promotion is high, and price increases were limited; this was not the case for air care. However, air care declined in retail volume sales, with high inflation putting pressure on consumers' budgets, especially as salaries did not grow to match inflation rates. This meant consumers were forced to cut out expenditures for non-essential item...

Euromonitor International's Air Care in Netherlands 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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