

## **Air Care in Hong Kong, China**

Market Direction | 2023-02-01 | 17 pages | Euromonitor

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### **Report description:**

Demand for air care marginally increased in 2022, driven by home seclusion in the first half of the year following the fifth wave of COVID-19, which hit Hong Kong in January. Greater time spent at home ensured strong demand for popular formats liquid air fresheners, spray/aerosol air fresheners and other air care, with a wider range of new products launched by both established and new players. As families were primarily operating from home, they looked to increase their quality of life in their...

Euromonitor International's Air Care in Hong Kong, China 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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Euromonitor International  
February 2023

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#### **SOURCES**

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