

## Air Care in Slovenia

Market Direction | 2023-02-01 | 18 pages | Euromonitor

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### **Report description:**

Air care saw total volume sales decline in 2022, with most categories registering weaker results in this regard than they did the previous year. This was partly because Slovenians became less inclined to buy these products as they resumed their pre-pandemic routines and spent more time outside the home. The downturn in overall demand was also attributable to increased budget-consciousness as soaring inflation drove up the cost of living and eroded purchasing power. Given that products of this type...

Euromonitor International's Air Care in Slovenia 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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Less time spent at home and heightened budget-consciousness depress demand  
Consumers increasingly favour products with more natural and relaxing fragrances  
Air Wick remains the leading brand but faces growing challenge from local players

##### PROSPECTS AND OPPORTUNITIES

Candle air fresheners should continue to witness a high level of innovation  
Gradual economic improvements likely to encourage premiumisation  
Inability to try before buying will limit further distribution gains for e-commerce

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