

Air Care in India

Market Direction | 2023-02-15 | 18 pages | Euromonitor

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Report description:

In 2022, air care is set to see a second year of current value growth, with the category seeing full recovery from the pandemic-related decline in 2022. Odour neutralisers remained the largest air care category in 2022, and also saw the highest current value growth rate, driving the overall growth of air care in India. A wide range of consumers perceive such products as essential, which has allowed the category to remain popular and growing in India. Moreover, awareness and reach of such air car...

Euromonitor International's Air Care in India 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 IN INDIA

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Odour neutralisers remain popular, amidst strong reach and habit persistence

Inflationary pressure hampers the recovery of air care categories perceived as discretionary

Companies focus on gel format to further drive consumer demand for air care

PROSPECTS AND OPPORTUNITIES

Move beyond functional benefits to drive demand in air care

Leaders set to maintain their positions, but price-consciousness will support sales of private label products

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