

Air Care in South Africa

Market Direction | 2023-03-06 | 15 pages | Euromonitor

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Report description:

Demand for higher indoor air quality continued to contribute positively to air care sales in 2022, as the category was further driven by hygiene trends. Local consumers continued to focus on hygiene in the home due to a general interest in maintaining a clean and healthy living environment post-pandemic. Therefore, demand for high levels of air quality remained during 2022 as consumers were aware of the airborne nature of COVID-19. Although concerns around the virus have generally waned, South A...

Euromonitor International's Air Care in South Africa 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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