

## **Air Care in Bosnia and Herzegovina**

Market Direction | 2024-02-22 | 15 pages | Euromonitor

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### **Report description:**

Apart from electric air fresheners, all other air care products witnessed a decline in retail volume terms in 2023. In the face of rising costs of living, consumers are choosing to economise and cut down on unnecessary purchases, which includes most air care products. Rising unit prices have been driven up by inflation, resulting in solid current value growth in 2023. Spray/aerosol fresheners remain the largest product area in terms of value sales, due to its lower per unit price.

Euromonitor International's Air Care in Bosnia and Herzegovina 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 2028 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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