

## **Air Care in Bulgaria**

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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### **Report description:**

Most air care subcategories performed positively in retail volume and value terms in 2023 due to consumers' growing desire for a cosy atmosphere and a pleasant home ambience. However, the increase of the landscape related to home air care - such as air candles, gels, and liquids- was positive, while a decline was seen in areas such as spray/aerosol air fresheners and electric air fresheners.

Euromonitor International's Air Care in Bulgaria 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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