

## **Air Care in Colombia**

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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### **Report description:**

As less essential home care products, air care suffered a contraction in volume sales in 2023, with consumers being heavily impacted by rising price points and inflation, causing them to rethink their budgets. The trend towards hybrid working, which has become more permanent in Colombia, is resulting in more time spent at home. In turn, this has supported demand for spray/aerosol and liquid air care, which has seen volume sales return to pre-pandemic levels. On the other hand, electric air fresh...

Euromonitor International's Air Care in Colombia 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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