

Air Care in Croatia

Market Direction | 2024-02-22 | 14 pages | Euromonitor

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Report description:

Air care was one of the few categories that did not suffer from sharp price growth in 2022, but prices caught up in 2023, impacting demand in the year. However, air care overall still managed to achieve positive volume growth due to tourism as sales are supported by apartment owners letting out their apartments through schemes such as Airbnb. The category also benefited from consumers' desire to enhance their home environments, especially those (mostly high-income consumers who are the key custo...

Euromonitor International's Air Care in Croatia 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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