

Air Care in Croatia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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.

Table of Contents:

Air Care in Croatia
Euromonitor International
February 2024

List Of Contents And Tables

AIR CARE IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourism and working from home support sales despite price increases in 2023

Health and environmental concerns impact spray/aerosol air fresheners

Multinationals continue to dominate air care, but private label is gaining

PROSPECTS AND OPPORTUNITIES

Rise of "green wave" will see consumers switching to natural products

Lack of marketing and prioritisation of essential goods to hamper growth

Resumption of normal social and economic activity, and new product development should boost car air fresheners

CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2018-2023

Table 2 Sales of Air Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Air Care: % Value 2019-2023

Table 4 LBN Brand Shares of Air Care: % Value 2020-2023

Table 5 Forecast Sales of Air Care by Category: Value 2023-2028

Table 6 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME CARE IN CROATIA

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2018-2023

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Air Care in Croatia

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com