

## **Air Care in France**

Market Direction | 2024-02-21 | 20 pages | Euromonitor

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### **Report description:**

Sales of air care continued to decline in retail volume terms in 2023. Air care is not generally considered an essential product and therefore as France's economy came under growing pressure in 2022 and 2023 demand continued to drop with consumers focusing their spending on other areas of home care. Despite high inflation the price of air care actually remained relatively stable. The category often needed promotions to drive volume sales and this served to limit value growth.

Euromonitor International's Air Care in France 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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