

Air Care in Latvia

Market Direction | 2024-02-22 | 15 pages | Euromonitor

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Report description:

In 2023, gel air fresheners saw strong growth rates in both retail value and volume. These fresheners are crafted with formulations designed to impart a longer-lasting fragrance, distinguishing them from other formats and appealing to consumers desiring extended freshness. Furthermore, the packaging of gel fresheners is crafted to be attractive, appealing to consumers and influencing purchasing decisions.

Euromonitor International's Air Care in Latvia 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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Reckitt Benckiser SA retains its lead, offering Air Wick innovations

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