

## **Air Care in New Zealand**

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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### **Report description:**

The absence of COVID-19 restrictions in 2023 marked a significant shift in consumer behaviour in the air care category. With New Zealanders spending more time at home between 2020 and 2022 due to lockdowns and various restrictions, there was a notable surge in demand for cleaning products. Although work-from-home trends prevented the air care category from fully returning to pre-COVID-19 levels, there was a temporary reduction in demand for air care products as consumers were out and about more...

Euromonitor International's Air Care in New Zealand 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, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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