

Air Care in Nigeria

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

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Report description:

Most areas in air care recorded a retail volume sales decline in 2023 due to high inflation and the increase in unit prices that triggered the double-digit retail value growth in current terms. The affordability of gel air fresheners and spray/aerosol air fresheners continued to appeal to consumers, aligning with their reduced disposable incomes. As such, these two product areas were the only affordable choices for most consumers, allowing them to continue recording retail volume growth during a...

Euromonitor International's Air Care in Nigeria 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

reliable information resources to help drive informed strategic planning.

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Car air fresheners decline as car sales stall during a time of rising price points

Air Wick maintains its lead despite losing share to affordable alternatives

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SOURCES

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Summary 1 Research Sources

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