

Air Care in Pakistan

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

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Report description:

The demand for air fresheners continued to rise in 2023. All significant categories saw strong retail volume growth rates, although candle, gel and liquid air fresheners remained negligible. Spray/aerosol and "other" air fresheners dominated demand, although both car and electric air fresheners continued to develop and grow. For example, car air fresheners gained popularity as they were available through various distribution channels, including hypermarkets and specialist car shops. Despite chal...

Euromonitor International's Air Care in Pakistan 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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Air care benefits from the trend for new modern homes

Reckitt Benckiser focuses on innovation to add dynamism to Air Wick

King Chemical Corp leverages quality at affordable prices to lead the field

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Manufacturers are expected to maintain accessible price points to stimulate demand

Electric air fresheners to gain traction among modern consumers and workplaces

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