

Air Care in Serbia

Market Direction | 2024-02-23 | 14 pages | Euromonitor

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Report description:

Rising price points led to double-digit value growth in 2023, while growing prices encouraged some consumers to purchase less and shift to private label goods. In addition, branded players focused on deals and discounts to retain sales. Despite these challenges, all areas apart from car air fresheners registered positive retail volume growth in 2023. Electric air fresheners and other air care products recorded the strongest volume growth, a reflection of the low base from which sales are rising,...

Euromonitor International's Air Care in Serbia 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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Positive retail volume growth driven by widening assortments and variety

Car air fresheners record a retail volume decline as consumers place purchases on hold

Spray/aerosol air fresheners face rising competition from toilet care products

PROSPECTS AND OPPORTUNITIES

Electric air fresheners drive growth, offering a modern, sophisticated product

Private label set to gain ground with players focusing on improved quality

Innovations focus on scent extensions and products that improve mood

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