

Air Care in Slovakia

Market Direction | 2024-02-23 | 16 pages | Euromonitor

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Report description:

Air care is managing to achieve small positive volume gains, while value sales are supported by the price hikes which are affecting home care overall. Indeed, air care attracts consumers who are keen to try new formats and scents and move from the more traditional spray/aerosol formats to more modern liquid, electric, and candle formats of air care. In this sense, liquid air fresheners is seeing the strongest volume growth (as well as its performance in value terms), followed by electric air fre...

Euromonitor International's Air Care in Slovakia 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 IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care is performing quite well, thanks to healthy volume sales in liquid, electric, and candle air fresheners
Consumers' desire for home care ambiance fuels demand for air care
Selection of big names and private label present, while Power Air attracts attention with its luxury range for cars

PROSPECTS AND OPPORTUNITIES

A positive performance ahead, driven by modern formats and appealing scents
Liquid air fresheners tipped as an area to watch for new brands and products
Luxury car air fresheners tipped to attract more attention as the economy improves

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