

Air Care in South Korea

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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Report description:

In 2023, air care witnessed moderate single-digit growth in current value terms, due to the shifting perspective of air care as a component of self-care, particularly among the younger generations. This signifies a departure from viewing air care solely for its traditional purposes of maintaining cleanliness and addressing unpleasant odours. In this contemporary context, the younger generation are recognising the broader benefits of using air care products. Beyond functionality, air care has bec...

Euromonitor International's Air Care in South Korea 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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Euromonitor International
February 2024

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