

Air Care in Spain

Market Direction | 2024-02-23 | 19 pages | Euromonitor

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Report description:

Compared to many other areas of home care, air care was relatively resilient to inflationary pressures, reporting a slight increase in retail volume. During the pandemic, long periods of home seclusion changed the way many people viewed their living environment, with health and wellbeing becoming increasingly important. This helped to generate increased demand for a variety of air care products, especially those with a luxurious feel, and this trend continued into 2023. Identifying this trend, s...

Euromonitor International's Air Care in Spain 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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Candle air fresheners lead growth, thanks to "cocooning" effect

Premiumisation boosts value across air care in 2023

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