

Air Care in Taiwan

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

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Report description:

In line with trends noted over the review period, air care continued to record positive retail value and volume growth in 2023, despite rising price points. Even though many consumers have travelled overseas following lifted restrictions, while cutting their unnecessary expenses at home, many have shifted to focus on their physical and psychological health. As such, consumers were willing to purchase self-care products despite shrinking purchasing power. In line with this trend, innovations focu...

Euromonitor International's Air Care in Taiwan 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 value and volume growth driven by the rising self-care trend

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Car and candle air fresheners have barriers for growth as consumers question safety

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Air care registers growth as players focus on scent innovations to gain ground

Affordable price points lead local brands to account for the majority of share

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