

Air Care in the Czech Republic

Market Direction | 2024-02-21 | 16 pages | Euromonitor

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Report description:

Candle and electric air fresheners became increasingly popular among Czech consumers in 2023, as many looked for cheap but highly convenient products. This helped air care to record positive retail volume growth during a time of rising price points. However, retail volume growth was still low, adversely affected by the fact that air care products are generally deemed non-essential and are, therefore, easy for consumers to reject in favour of items such as cleaning and washing products during per...

Euromonitor International's Air Care in Czech Republic 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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Yankee Candle focuses on promotional deals to drive share during rising inflation

RB (Hygiene Home) leads with its Air Wick brand, ahead of Glade/Brise from SC Johnson

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Private label increases its presence on the landscape to boost share

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