

Air Care in the Philippines

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

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Report description:

Air care saw dynamic retail volume and current value growth in 2023. The discernible surge in sales can be attributed to rising consumer awareness of the health benefits of air care products in the post-COVID-19 era. The COVID-19 pandemic has had a transformative impact on consumer behaviour and values, with a newfound emphasis on health and wellbeing. Consequently, products that can deliver concrete mental or physical health advantages have experienced a substantial increase in demand.

Euromonitor International's Air Care in Philippines 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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