

## **Air Care in Ukraine**

Market Direction | 2024-02-23 | 18 pages | Euromonitor

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### **Report description:**

Car air fresheners showed the highest (and only positive) volume sales growth within the overall category of air care in 2023, with the rise primarily linked to the surge in the number of cars in Ukraine. The imposition of martial law has prompted people to prioritise the use of their vehicles for safety reasons, contributing to an increased demand for car-related products, including air fresheners. As individuals seek to maintain a pleasant and comfortable environment within their cars, the mar...

Euromonitor International's Air Care in Ukraine 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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