

## **Air Care in Ukraine**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Air Care in Ukraine  
Euromonitor International  
February 2024

List Of Contents And Tables

### **AIR CARE IN UKRAINE**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Category growth driven by car air fresheners

Candle air fresheners falls further

SC Johnson continues to lead air care

#### **PROSPECTS AND OPPORTUNITIES**

Electric air fresheners set to lead growth

Liquid air fresheners enjoy expanding portfolio of new scents

Gel air fresheners to benefit from affordability and efficacy

#### **CATEGORY DATA**

Table 1 Sales of Air Care by Category: Value 2018-2023

Table 2 Sales of Air Care by Category: % Value Growth 2018-2023

Table 3 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 4 NBO Company Shares of Air Care: % Value 2019-2023

Table 5 LBN Brand Shares of Air Care: % Value 2020-2023

Table 6 Forecast Sales of Air Care by Category: Value 2023-2028

Table 7 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

### **HOME CARE IN UKRAINE**

#### **EXECUTIVE SUMMARY**

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 8 Households 2018-2023

#### **MARKET DATA**

Table 9 Sales of Home Care by Category: Value 2018-2023

Table 10 Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Home Care: % Value 2019-2023

Table 12 LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 Distribution of Home Care by Format: % Value 2018-2023

Table 15 Distribution of Home Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Air Care in Ukraine

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com