

Air Care in Kenya

Market Direction | 2024-03-07 | 16 pages | Euromonitor

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Report description:

Air care in Kenya enjoyed further strong retail volume and current value growth in 2023, supported by fragrance innovations and a growing middle-class consumer base amid rising urbanisation. Considerable growth in the category was stimulated as manufacturers continued to launch innovative products featuring unique scents and attractive packaging designs. Such investments captured consumer interest, propelled demand and raised value sales. Importantly, the rising middle-class population in Kenya...

Euromonitor International's Air Care in Kenya 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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