

Air Care in Argentina

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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Report description:

In 2024, retail value sales of air care in Argentina grew considerably, at 233%, while retail volume fell by 9%.

Euromonitor International's Air Care in Argentina 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 2029 illustrate how the market is set to change.

Product coverage: 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 reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2024 DEVELOPMENTS

All air care products record a retail volume decline as consumers prioritise essentials

Air fresheners with disinfection qualities lose ground to fragrance varieties

SC Johnson leads with its brand Glade, which only faces strong competition in spray/aerosol air fresheners

PROSPECTS AND OPPORTUNITIES

Hybrid working practices are expected to support sales of spray/aerosol air fresheners

Government policies will discourage the use of cars, impacting sales of car air fresheners

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