

## Air Care in Belgium

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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### **Report description:**

The air care category in Belgium continued to struggle in 2024, recording retail value growth of 1%, with a volume decline of 1%. This was largely due to air care being viewed as non-essential during a time of economic uncertainty. Due to inflationary pressures, many Belgian households re-evaluated their spending priorities, and air care was among one of the first product areas to be deprioritised. As a result, traditional air fresheners such as spray/aerosol and electric air fresheners recorded...

Euromonitor International's Air Care in Belgium 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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## Table of Contents:

Air Care in Belgium  
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### List Of Contents And Tables

#### AIR CARE IN BELGIUM

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Air care in Belgium continues to face challenges due to being viewed as non-essential

Air care consumers focus on home ambience and sustainability

Non-grocery retailers expand into premium air care offerings to capture demand

##### PROSPECTS AND OPPORTUNITIES

Growth is set to decline as consumers views air care products as unnatural

Consumers are expected to seek ambience above simple air freshening

The diversification of distribution channels will expand consumer access to premium and niche products

##### CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2019-2024

Table 2 Sales of Air Care by Category: % Value Growth 2019-2024

Table 3 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 4 NBO Company Shares of Air Care: % Value 2020-2024

Table 5 LBN Brand Shares of Air Care: % Value 2021-2024

Table 6 Forecast Sales of Air Care by Category: Value 2024-2029

Table 7 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

#### HOME CARE IN BELGIUM

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 8 Households 2019-2024

##### MARKET DATA

Table 9 Sales of Home Care by Category: Value 2019-2024

Table 10 Sales of Home Care by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Home Care: % Value 2020-2024

Table 12 LBN Brand Shares of Home Care: % Value 2021-2024

Table 13 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 14 Distribution of Home Care by Format: % Value 2019-2024

Table 15 Distribution of Home Care by Format and Category: % Value 2024

Table 16 Forecast Sales of Home Care by Category: Value 2024-2029

Table 17 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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##### SOURCES

Summary 1 Research Sources

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