

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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Euromonitor International
February 2025

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