

Air Care in Brazil

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

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Report description:

The residual effect of the pandemic made consumers value their household space, which continued to push air care to see growth in both retail volume and current value terms in Brazil in 2024. Moreover, as many companies permanently adopted a hybrid working model, consumers continued to spend more time at home, with younger generations who entered the market focusing on personalising their household environment with the fragrances that they prefer. As air care products are not seen as essential i...

Euromonitor International's Air Care in Brazil 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.

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