

Air Care in China

Market Direction | 2025-02-05 | 15 pages | Euromonitor

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Report description:

Air care continued to demonstrate stable retail volume and current value growth in China in 2024. Growth was supported by the emerging "scent economy", which also offers a positive outlook for air care products, despite heightened competition from premium fragrance lines. Historically, air care and fragrances have been closely interlinked. The overlap in their functionalities - namely, air purification and scent enhancement - has become increasingly prominent, as an expanding number of fragrance...

Euromonitor International's Air Care in China 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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Fragrance is a crucial factor for attracting consumers, with traditional Chinese scents increasingly popular

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