

Air Care in Dominican Republic

Market Direction | 2025-02-06 | 16 pages | Euromonitor

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Report description:

Despite the rising cost of living in recent years, demand for air care products has remained strong in retail volume terms. This resilience can be attributed to the fact that air care products are primarily purchased by middle- and high-income demographics, who are less likely to cut back on these purchases despite price increases. Consumers with greater purchasing power continue to prioritise the experience of pleasant, comforting aromas in their living spaces and are willing to pay a premium t...

Euromonitor International's Air Care in Dominican Republic 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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Continued dominance of global brands

Growing popularity of car air refresheners

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Electric air fresheners will see sustained growth, albeit from a low base

Growing demand for long-lasting fragrances in other home care products could preclude need for separate air fresheners

Brands will seek to create sensory experiences which enhance overall wellbeing

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