

Air Care in Egypt

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

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Report description:

Air care in Egypt witnessed a recovery in volume sales during 2024 as demand for air fresheners rebounded. The average price of air care spray/aerosols was still subject to price rises of up to 20% in 2024, but this did not deter consumers. Heavy marketing and promotional campaigns drew consumers back to air fresheners, with organised events in malls and hypermarkets helping to revive interest and boost sales. Locals became more inclined to invest in these discretionary home care products. Nonet...

Euromonitor International's Air Care in Egypt 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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