

**Air Care in Hong Kong, China**

Market Direction | 2025-02-17 | 16 pages | Euromonitor

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**Report description:**

Air care in Hong Kong continued to record both retail volume and current value sales growth in 2024. Post-pandemic, many local consumers are in the habit of creating a pleasant home environment. Growth was particularly dynamic for liquid air fresheners, spray/aerosol air fresheners and other air care, due to a wider range of new products from both established and new players.

Euromonitor International's Air Care in Hong Kong, 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.

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