

Air Care in Indonesia

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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Report description:

In 2024, the air care market in Indonesia enjoyed strong and steady growth, driven by several factors. One key reason for continued growth is the increasing demand for home fragrances as consumers become more focused on creating pleasant and comfortable living environments. The rising middle-class population and urbanisation have led to growing disposable incomes, enabling more households to invest in air care products like air fresheners, with consumers increasingly seeking out innovative and h...

Euromonitor International's Air Care in Indonesia 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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reliable information resources to help drive informed strategic planning.

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