

Air Care in Italy

Market Direction | 2025-02-05 | 20 pages | Euromonitor

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Report description:

Sales of air care aimed at neutralising odours increased in 2024. Although the pandemic came to an end in 2024 financial pressures meant that consumers took more staycations and spent more time at home which increased the desire for products that could neutralise bad smells. This was even more the case in homes with pets, or where people like to cook strong smelling dishes or smoke. Indoor air quality has become an area of concern and attention since the pandemic and in some cases the presence o...

Euromonitor International's Air Care in Italy 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

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reliable information resources to help drive informed strategic planning.

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Focus on indoor air quality helps sustain demand for air care despite the challenging economic situation

Instant release products show mixed results

Drugstores and e-commerce thriving thanks to wide product offer while global players continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Air care players expected to focus on the wellbeing market while also looking to increase their visibility in stores and online

Air care faces new challenges and opportunities as consumers look to keep their home environment as pleasant as possible

Air care could undergo a period of polarisation with designer brands eyeing the market while private label players are also looking to expand

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