

Air Care in Kenya

Market Direction | 2025-02-26 | 15 pages | Euromonitor

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Report description:

Candle air fresheners is still a niche area of the market in Kenya but these products are becoming more popular due to their dual function as both decorative items and air care products. Consumers are becoming increasingly drawn to products that provide a long-lasting fragrance while also enhancing the ambiance of their homes?. Candle air fresheners are also perceived to be safer in terms of the ingredients and are also perceived to be more environmentally friendly. The popularity of candle air...

Euromonitor International's Air Care in Kenya 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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