

Air Care in Malaysia

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

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Report description:

The market for air care products in Malaysia continued to expand in retail volume terms in 2024, driven by the importance of fragrance to local consumers. These offerings are highly valued for enhancing living spaces and improving air quality, with electric air fresheners, which emit fragrance at regular intervals, being particularly popular. Beyond residential homes, demand also comes from the tourism sector, with owners of holiday rental properties using air care products to freshen up spaces...

Euromonitor International's Air Care in Malaysia 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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