

## **Air Care in Peru**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, air care experienced significant volume growth in Peru, outpacing the average for the home care market as a whole. This was driven by the increased penetration of these products among middle- and high-income segments of the population. Effective promotions, combined with innovations in higher-value formats, have enhanced the category's relevance across both modern and traditional retail channels which are approaching parity in their contribution to overall sales.

Euromonitor International's Air Care in Peru 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Air Care in Peru  
Euromonitor International  
February 2025

### List Of Contents And Tables

#### AIR CARE IN PERU

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Positive performance for air care in 2024

Fruity and lavender fragrances continue to dominate the market

SC Johnson increases its share, while Reckitt leaves the market

##### PROSPECTS AND OPPORTUNITIES

Stick and candle diffusers offer much potential

Growing pet care market presents opportunities for air care brands

Air care brands to capitalise on fragrance innovation, social media trends, and sustainability

##### CATEGORY DATA

Table 1 Sales of Air Care by Category: Value 2019-2024

Table 2 Sales of Air Care by Category: % Value Growth 2019-2024

Table 3 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 4 NBO Company Shares of Air Care: % Value 2020-2024

Table 5 LBN Brand Shares of Air Care: % Value 2021-2024

Table 6 Forecast Sales of Air Care by Category: Value 2024-2029

Table 7 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

#### HOME CARE IN PERU

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 8 Households 2019-2024

##### MARKET DATA

Table 9 Sales of Home Care by Category: Value 2019-2024

Table 10 Sales of Home Care by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Home Care: % Value 2020-2024

Table 12 LBN Brand Shares of Home Care: % Value 2021-2024

Table 13 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 14 Distribution of Home Care by Format: % Value 2019-2024

Table 15 Distribution of Home Care by Format and Category: % Value 2024

Table 16 Forecast Sales of Home Care by Category: Value 2024-2029

Table 17 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Air Care in Peru

Market Direction | 2025-02-05 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com