

Air Care in Spain

Market Direction | 2025-02-05 | 19 pages | Euromonitor

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Report description:

The air care category in Spain underwent significant changes in 2024, driven by evolving consumer preferences and increasing environmental awareness. While topline retail value growth has slowed, this is primarily due to price stabilisation rather than diminished demand. Spray/aerosol air fresheners remained the most popular format, largely due to the more accessible average unit price of these products and the wide variety of option. Candle air fresheners is emerging as the fastest-growing segm...

Euromonitor International's Air Care in Spain 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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Candle air fresheners as fastest segment within air care in 2024

Fragrance premiumisation remains strong throughout category

Private label dominates spray/aerosol air fresheners

PROSPECTS AND OPPORTUNITIES

Candle air fresheners will rise robustly during forecast period

Further growth expected for e-commerce channel, while category products take on greater role in consumers' lives and homes

Private label to see greater expansion within budget-friendly segments as sustainability becomes more important across all price points

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