

## **Air Care in Switzerland**

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

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### **Report description:**

In 2024, air care in Switzerland experienced a positive performance, with retail value increasing by 2%. Swiss consumers continued to prioritise pleasant scents in their homes and cars, seeking products that freshen the air and create a welcoming atmosphere. In 2024, the trend for sustainability and eco-friendly options gained significant momentum, with consumers gravitating towards air care products containing essential oils or those incorporating aromatherapy benefits, such as mood-enhancing s...

Euromonitor International's Air Care in Switzerland 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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February 2025

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Sustainable attributes drive growth for air care products in 2024  
Liquid and candle air fresheners gain ground, offering ease of use while being decorative  
Major players focus on green and sustainable product lines

**PROSPECTS AND OPPORTUNITIES**

Positive value growth is expected as consumers invest in air care for welcoming, fresh environments  
As sustainability becomes more important, gel air fresheners is expected to struggle  
Innovation is likely to focus on seasonal preferences, and personalised scent experiences to boost value

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