

Air Care in Switzerland

Market Direction | 2025-02-05 | 18 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 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Air Care in Switzerland
Euromonitor International
February 2025

List Of Contents And Tables

AIR CARE IN SWITZERLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

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 SWITZERLAND

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

Scotts International. EU Vat number: PL 6772247784

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

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 Switzerland

Market Direction | 2025-02-05 | 18 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="2026-02-12"/>
		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