

## Air Care in Taiwan

Market Direction | 2025-02-13 | 17 pages | Euromonitor

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### Report description:

Air care maintained solid retail volume and current value growth in Taiwan in 2024. An increasing number of consumers in the country have shifted focus to their own physical and psychological health. Even with shrinking purchasing power, more consumers have been willing to purchase products with clearer benefits for their personal wellbeing. Considering this consumption mindset, more products have been launched by key players and multiple new players in recent years, which has helped develop sal...

Euromonitor International's Air Care in Taiwan 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.

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Euromonitor International  
February 2025

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Air care shows slightly faster growth in 2024, due to consumers' interest in wellbeing

Liquid air fresheners continues its growth momentum in 2024

Stronger growth prevented by the fact that air care products are not regarded as daily essentials

##### PROSPECTS AND OPPORTUNITIES

Air care expected to maintain its increasing trend over the forecast period

Local brands will continue to account for the majority of share in air care

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