

## **Air Care in Uruguay**

Market Direction | 2025-02-13 | 15 pages | Euromonitor

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### **Report description:**

Retail current value sales of air care rebounded in 2024, but they continued to decline in constant value terms, albeit at a slower rate than in previous years. Earlier in the review period, air care demand in Uruguay was negatively impacted by cross-border shopping in Argentina, but this trend weakened in 2024, as the foreign-exchange value of the Argentine peso stabilised somewhat.

Euromonitor International's Air Care in Uruguay 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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Fragrance outperformed disinfection in 2024

Spray/aerosol air fresheners remain the most popular category

Lysoform loses ground as disinfection becomes less of a priority

##### PROSPECTS AND OPPORTUNITIES

Gel air fresheners to be the top performer, partly at the expense of car air fresheners

High pricing will hamper sales of electric air fresheners

More time out home will boost demand for spray/aerosol fresheners

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