

Air Care - US - August 2014

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“Though air care products enjoy a relatively high incidence of use, category sales have fluctuated in recent years and were flat during 2013-14. Consumers approach shopping the category with a cost-savings mindset and this has kept growth tempered. Continued integration of added functional benefits as well as new product innovations will be needed to reinvigorate air care sales.”

- Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Reinvigorate candle sales
- Expand the current market with new products and functional benefits
- Better engage male consumers

Total US air care sales in 2014 have increased from sales observed in 2009. Air care sales during 2013-14 were flat and Mintel expects this trend to persist in the coming years. Though air care products enjoy a high incidence of use, it's a discretionary category and consumers take a cost-savings approach when shopping for these products which will keep growth tempered in the next few years. Brands will need to continue integrating new functional benefits into products or expand the category with new types of product offerings for the market to resume steady sales growth.

This report builds on the analysis presented in Mintel's *Air Fresheners – US, September 2013*, as well as previous reports with this same title in September 2012, November 2011, November 2010, December 2009, December 2008, December 2007, December 2006, and September 2003. In addition, the report builds on analysis presented in Mintel's *Candles – US, August 2013*, as well as previous reports with this same title in August 2012, August 2011, August 2010, August 2009, February 2008, February 2007, February 2006, February 2005, and January 2003.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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