

## Air Care - UK - September 2019

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“The air care market is facing a paradigm shift away from being a functional category, and towards one more closely aligned with the wellbeing sector. Supporting consumers by being more transparent about products and innovating to cater to emotional desires will help brands achieve a superior consumer connect and stand out from the growing influence of own-label.”

– Arpita Sharma, Global Household Analyst

This report looks at the following areas:

- Be transparent about the ingredients
- Category shifts from functional to wellbeing

The air care category experienced a decline of 0.2% in 2018 compared to 2017, mainly due to a decline in consumer interest and rise in apprehension towards the category. The market is expected to remain flat at £501 million in 2019.

The increase of influence from own-label, concerns over the environment and lack of clarity of product content are inhibiting market growth. However, the category seems to have had a paradigm shift away from being functional and drifting more towards a wellbeing category, offering potential for brands to broaden their product range and positioning them in line with the wellbeing and lifestyle category.

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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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The implications

## The Market – What You Need to Know

- Air care market weakens
- Non-electrical air fresheners continue to rule
- Discounters gain significant momentum
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