

# Air Care - Canada - January 2020

Report Price: £3695 | \$4995 | €4400

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### This report looks at the following areas:

- The aging population will pose a challenge to the industry, but youthful enthusiasm should help sustain the market
- Retail choice is varied, and shifts with format purchase
- · Health and wellness have an important role to play in air care
- Natural products and purified air help to soften concern over chemical exposure
- There's an appetite for varied scents, with seasonally relevant scents being a large motivator for new purchases
- High tech air care does not yet resonate, but consumers will be quicker to embrace innovations which improve health and reduce pollution

The air care market appears stable and set for slight growth going forward. More than simply a way to control odors, air care products play an important role in setting and enhancing the mood in consumers' homes. Shoppers have a huge variety of scents, formats and price points to choose from, making the category accessible to everyone. The varied and fragmented retail space provides consumers with the choice of whether to save or splurge on their products. Increased awareness of personal and environmental health is shaping purchasing behaviours, as consumers are demanding cleaner, safer air care for their families.



"Consumer demand for healthier, more natural products is expected to play an important role in shaping the future of the air care industry. Brands will need to adapt and showcase their safety, minimal environmental impact and health benefits in order to fully realize their potential."

Meghan Ross, SeniorResearch Analyst – Home & Beauty

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What it means

#### THE MARKET - WHAT YOU NEED TO KNOW

- · Cleaner, greener lifestyles are impacting product choices
- Aromatherapy benefits are becoming more accepted and are in demand
- Air care marketers will need to find ways to connect with Canada's aging population

#### **MARKET FACTORS**

- · Consumers are demanding healthier, more natural products
- Product health benefits are increasingly important to consumers
- Aromatherapy benefits are being leveraged

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- Ingredient concerns may limit growth opportunities
- · Scent substitution could pose a threat to air care
- Consumers are drawn to experiences, not just scents
- Customized options are a way to connect with consumers and fulfill their scent wishes
- · Seasonality is a strong motivator for candle purchase

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- Younger consumers should be leveraged to maintain and grow the category
- · Air care is used to create a feeling, as well as remove odors
- Consumers are using a wide range of retailers for their air care purchases
- Clean air is becoming a greater concern
- Air care innovations will need to communicate convenience or health benefits in order to be embraced by consumers

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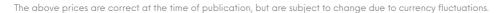
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