

Air Care - Canada - January 2020

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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, Senior Research Analyst – Home & Beauty

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **The Insights**
Figure 1: Product usage in past 12 months, November 2019
- **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**
Figure 2: Retailers shopped for air care purchases, by format, November 2019
- **The Opportunities**
- **Health and wellness have an important role to play in air care**
Figure 3: Reasons for air care product usage increase since last year, November 2019
- **Natural products and purified air help to soften concern over chemical exposure**
Figure 4: Reasons for air care product usage decrease since last year, November 2019
- **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**
Figure 5: Interest in air care innovations, November 2019
- **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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Figure 6: Febreze Small Spaces Sleep Serenity Moonlit Lavender (Canada), February 2016

Figure 7: Bath & Body Works Aromatherapy Stress Relief Vanilla Verbena (Canada), May 2012

Figure 8: Aromed Aromatherapy Biologische Vetiver (Organic Vetiver) Oil (Netherlands), February 2019

- **Health concerns are linked to environmental concerns**

Figure 9: Product launches with environmentally friendly claim, North America 2015 vs 2019, January 2020

- **Nostalgia adds to the ambiance of air care**

Figure 10: Air Wick Life Scents Freshmatic Mom's Baking (Canada), May 2017

Figure 11: Dairy Queen Instagram Post, August 2019

- **Canada's aging population is a concern for air care**

Figure 12: Population aged 0-14 and 65+, 1995-2035*

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **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**

WHAT'S FRESH?

- **Air care needs to be treated as an experience, not just a workhorse**
Figure 13: Air Wick Life Scents Touch & Glow Turquoise Oasis (Canada), March 2016
- **Consumers are hooked on a feeling**
Figure 14: White Barn Paris Café (USA), July 2017
- **Seasonality continues to be a driver, particularly among older consumers**
- **Healthy homes are a part of the clean living trend**

WHAT'S STALE?

- **Scented products in adjacent categories pose a threat**
Figure 15: Clorox Floral Scent Kitchen Cleaner & Disinfectant (Canada), February 2018
- **Co-marketing may provide an opportunity to combat scent-swapping**
Figure 16: Febreze Unstopables fabric refresher (USA), June 2015

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Powerpoint Presentation

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Figure 17: Febreze Unstoppables fresh fragranced air refresher (Canada), April 2015

- **Air care products will need to meet specific needs to protect against scent creep**
- **Ingredient concerns may limit use of air care**

Figure 18: Canadian Trees Essential Oils (Canada), January 2020

WHAT'S NEXT?

- **Demand for purified air is likely to grow**

Figure 19: Bio Spectra Attitude Passion Fruit (Canada), August 2019

Figure 20: The Body Shop Basil & Thyme (Canada), November 2019

- **Scents as an experience are becoming more important to consumers**

Figure 21: Jan Hendrik van der Westhuizen Instagram Post, November 2017

Figure 22: Sterling Candle Instagram Post, July 2018

- **Candle subscriptions and customization of scents enhance the air care experience**

Figure 23: Wickbox Instagram Post, December 2019

Figure 24: Birthdate Candle Instagram Post, June 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- **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**

PRODUCT USAGE

- **Category participation is high, with aerosols and sprays playing a key role**

Figure 25: Product usage in past 12 months, November 2019

- **Air care users are using a small repertoire of products**

Figure 26: Repertoire of air care product usage, November 2019

- **Men are taking a more passive approach to air care**

Figure 27: Product usage in past 12 months, by gender, November 2019

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Executive Summary

Full Report PDF

Infographic Overview

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Interactive Databook

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Figure 28: Repertoire of air care product usage, by gender, November 2019

- **Younger consumers are engaged and are driving the car air care market**

Figure 29: Product usage in past 12 months, by age, November 2019

- **Parents depend on air care for odor control but are concerned about health risks**

Figure 30: Bio Spectra Attitude Little Ones Natural Air Purifier (Canada), December 2019

- **South Asians have a strong connection with air care products**

Figure 31: Product usage in past 12 months, South Asians vs overall, November 2019

Figure 32: Repertoire of air care product usage, South Asians, November 2019

- **From discount to luxury, there's an air care product to fit the budget**

Figure 33: Airwick's Water Iris & Purple Berries Scented Candle (UK), February 2016

Figure 34: La Maison en Perfums Iris (France), December 2016

Figure 35: Diptyque Instagram post, March 2018

CHANGES IN AIR CARE USAGE

- **Air Care Usage vs Last Year**

Figure 36: Change in air care product usage since last year, November 2019

- **Those heavily involved with the category are becoming even more engaged**

Figure 37: Avon Inspirations Gift Set (UK), December 2006

Figure 38: Change in air care product usage since last year, by number of air care products used past 12 months, November 2019

- **Young consumers are increasing their use, while the opposite is true of older consumers**

Figure 39: Change in air care product usage since last year, by age, November 2019

- **Parents will prove to be an important segment for the category**

Figure 40: Change in air care product usage since last year, by parental status, November 2019

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Powerpoint Presentation

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MOTIVATIONS FOR INCREASING AIR CARE USAGE

- Function and Feel play equally important roles**

Figure 41: Reasons for air care product usage since last year, November 2019

Figure 42: Reasons for air care product usage increase since last year, by gender, November 2019

- Air care use is equal parts function and feeling**

Figure 43: SKYKreation Instagram post, September 2019

- Customers are keen to try new scents, especially as the seasons change**

Figure 44: Yves Rocher At the Heart of Pine Trees candle (Canada), November 2019

Figure 45: ABC Distributing Four Season Scent Reed Diffusers (Canada), October 2008

- Consumers are seeking health benefits from their air care products**

Figure 46: Free Ethos Christmas Joy Candles, December 2019

- New formats appeal to parents**

REASONS FOR DECREASED AIR CARE USAGE

- A focus on 'natural' is threatening the air care category**

Figure 47: Reasons for air care product usage decrease since last year, November 2019

Figure 48: Reasons for air care product usage decrease since last year, by gender, November 2019

- Clean air is a focus for a small number, but this group is likely to grow**

Figure 49: Febreze Tower Grey Air Purifier FHT190V – How It Works, June 2016

Figure 50: Febreze OdorGrab Air Cleaner, January 2019

- Consumers may need a reminder to be scent-confident**

Figure 51: Are you #Noseblind? Try Febreze Fabric Refresher, October 2016

- Cost is not a big factor in air care**

Figure 52: Baobab Instagram post, November 2019

RETAILERS SHOPPED

- Consumers are choosing different retailers based on air care format**

Figure 53: Retailers shopped for air care purchases, by format, November 2019

- Younger consumers are more likely to visit specialty retailers for their air fresheners**

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Infographic Overview

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Figure 54: Retailers shopped for air freshener purchases, 18-44 vs over-45s, November 2019

- **Online sales may be hindered by a lack of 'scent preview'**

Figure 55: Rustico's Énergie Vitale (Canada), April 2019

- **Parents are shopping at a wider variety of retailers for their air care products**

Figure 56: Retailers shopped for air care purchases, by parental status, November 2019

- **Gift giving plays a role in the air care category**

Figure 57: Custom Candle Workshop Instagram Post, November 2019

Figure 58: Yankee Candle My Favorite Things Volume 3 (US), December 2013

CANDLE SHOPPING ATTITUDES

- **Mass brands vs premium offer**

Figure 59: Voluspa Maison Blanc Candle Assortment (US), August 2019

Figure 60: Attitudes regarding candle shopping, by age, November 2019

- **Consumers are still searching for scents with which to connect**

- **Seasonality is an important driver in candle purchases**

Figure 61: Attitudes regarding seasonal candle shopping, by age and gender, November 2019

INNOVATIONS IN AIR CARE

- **Trial of innovations is relatively low, but consumers are open to air care developments that provide benefits in addition to odor control**

Figure 62: Interest in air care innovations, November 2019

Figure 63: Vellabox Instagram post, December 2019

- **Air care innovations appeal more strongly to younger consumers**

Figure 64: Usage of air care innovations, by age, November 2019

- **Men have more experience using air care innovations**

Figure 65: Usage of air care innovations (select), by gender, November 2019

- **Tech innovations will have more difficulty being accepted by consumers**

Figure 66: Usage of and interest in technology-based air care innovations, by gender, November 2019

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Executive Summary

Full Report PDF

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- **South Asians are a receptive audience for updates to air care**

Figure 67: Usage of tech-related air care innovations, South Asians vs overall, November 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations**

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