

Aircare - US - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the aircare market
- Impact of recessionary spending on mainstream aircare brands
- How to leverage the wellness connection of aircare
- How retailers and brands can reach consumers in a changing retail landscape



"The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for aircare."

- **Rebecca Cullen, Senior Household Care Analyst**

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **COVID-19: Market context**
- **Economic and other assumptions**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US retail sales and forecast of aircare products, at current prices, 2015–25
- **Impact of COVID-19 on aircare**
Figure 2: Short-, medium- and long-term impact of COVID-19 on aircare, January 2021
- **Opportunities and Challenges**
- **Focus shouldn't only be on scent**
- **Proving value will be a must**
Figure 3: Select reason for using less often – cost, cost-driven candle shopping behaviors, October 2020
- **Communicate safety through transparency and local claims**
Figure 4: Select attitudes toward aircare ingredients, October 2020
- **Change is in the air: younger adults driving shift from functional to emotional**
- **A new way to shop: boost ecomm strategies**

THE MARKET – KEY TAKEAWAYS

- **A return to slow, steady gains post 2020**
- **Pandemic wave lifts all boats**
- **Evolve or fall behind: brands need to adapt to remain relevant**
- **Widen functionality and health benefits**

MARKET SIZE AND FORECAST

- **2020 surge will be fleeting**
Figure 5: Total US retail sales and forecast of aircare products, at current prices, 2015–25
Figure 6: Total US retail sales and forecast of aircare products, at current prices, 2015–25
- **Impact of COVID-19 on aircare**

What's included

Executive Summary

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Figure 7: Short-, medium- and long-term impact of COVID-19 on aircare, January 2021

- Lockdown
- Reemergence
- Recovery
- COVID-19: US context
- Learnings from the last recession

SEGMENT PERFORMANCE

- Candles maintain dominance; COVID-19 spurs growth in every segment

Figure 8: Total US retail sales of aircare products, by segment, at current prices, 2018 and 2020

- Pandemic shopping lifts all channels, even drugstores

Figure 9: Total US retail sales of aircare products, by channel, at current prices, 2015-20

MARKET FACTORS

- Fewer kids mean fewer aircare needs
- Consider the Identity of an increasingly diverse population

Figure 10: Number of households, by race and Hispanic origin of householder, 2013-23

Figure 11: Harlem candle co., September 2020

- External competition could diminish importance of certain segments

Figure 12: Scent substitution within aircare, November 2019 and October 2020

MARKET OPPORTUNITIES

- Tap into lingering effects of pandemic at-home lifestyle
- A clean slate: embrace positive impact

Figure 13: Gilded Instagram page

- Cleaning the air

Figure 14: Ozium Original Air Sanitizer (Oct 2020)

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Scent expansion supported growth for P&G
- Reinforce the wellbeing benefits of aircare for mind and soul
- Premium moves into the mainstream

MARKET SHARE

- P&G leapfrogs SCJ to gain leading position
- Sales of aircare by company

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Figure 15: Multi-outlet sales of aircare, by leading companies, rolling 52 weeks 2019 and 2020

COMPETITIVE STRATEGIES

- **Start the fire: support wellbeing and change**
Figure 16: Anecdote candles, October 2020
- **Premiumization: novel and premium scents migrate to mass market**
Figure 17: MULO sales of premium candles, by companies and brands, rolling 52 weeks 2019 and 2020
Figure 18: Private and mass brands with premium fragrances, US, 2020
- **How local can communicate safety and trust**
Figure 19: US launches of aircare products, by top five claim categories, 2015-20*
Figure 20: Illume Gardenia Luxury Soy Candle, Illume Instagram

THE CONSUMER – KEY TAKEAWAYS

- **Profile of heaviest aircare users**
- **Slightly more than one third claim to be using aircare more often**
- **eCommerce poised to disrupt retail landscape**
- **The need to innovate beyond scent grows**
- **Support wellbeing interests: both physical and mental**

AIRCARE USAGE

- **Most stick to long-established formats; pandemic impacts repertoires**
Figure 21: Repertoire of aircare usage, October 2020
Figure 22: Aircare usage, December 2016, October 2018, November 2019, and October 2020
- **Usage continues to be driven by young consumers**
Figure 23: Repertoire of aircare product usage – five or more products, by generation, parental status, Hispanic generation, October 2020

AIRCARE USAGE FREQUENCY AND MOTIVATORS

- **One third of Americans are using aircare more often**
Figure 24: Aircare usage frequency, October 2020
- **Disrupted routines fuel move from functional power to emotional value**
Figure 25: Motivators for using aircare more often, October 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 26: Select motivators for using aircare more often, by generation, parental status (presence of children under 18) by gender, October 2020

- **Pandemic-driven lifestyle shifts also negatively impact usage**

Figure 27: Motivators for using aircare less often, October 2020

AIRCARE PURCHASE LOCATIONS

- **Air freshener and essential oil shopping driven by convenience**

Figure 28: Retailers shopped for air fresheners and essential oils, October 2020

- **Adjust to an online candle shopping experience**

Figure 29: Retailers shopped for candles, November 2019 and October 2020

- **Younger and multicultural adults shop around, gravitate toward local**

Figure 30: Select aircare purchase location, by age, October 2020

Figure 31: Select aircare purchase location, by race and Hispanic origin, October 2020

CANDLE SHOPPING ATTITUDES AND BEHAVIORS

- **Scent development and experimentation remain key**

Figure 32: Candle shopping attitudes and behaviors, October 2020

- **Online an important part of product discovery among younger gens**

Figure 33: Select candle shopping behaviors, by generation, parental status, and living location, October 2020

ATTITUDES TOWARD AIRCARE

- **Conscious consumerism fuels natural, local preferences**

Figure 34: Attitudes toward aircare, October 2020

- **Increasing access to natural and premium scent can drive usage**

Figure 35: Select attitudes toward aircare, by repertoire of aircare product usage, October 2020

- **Providing benefits beyond scent will ward off external threats**

Figure 36: Aircare scent substitution, by generation, race and Hispanic origin, parental status, October 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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INTEREST IN AIRCARE INNOVATIONS

- **A focus on health and wellbeing fuels innovation areas**

Figure 37: Interest in aircare innovations, October 2020

- **Create unique scent experiences to reach younger audiences**

Figure 38: TikTok, November 2020

Figure 39: Interest in select aircare innovations, by generation, parental status, October 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 40: Total US retail sales and forecast of aircare products, at inflation-adjusted prices, 2015-25

Figure 41: Total US retail sales and forecast of aircare products, at inflation-adjusted prices, 2015-25

APPENDIX – COMPANIES AND BRANDS

Figure 42: Multi-outlet sales of candles, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 43: Multi-outlet sales of vehicle air fresheners, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 44: Multi-outlet sales of home air fresheners, by leading companies and brands, rolling 52 weeks 2019 and 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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