

Air Care - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the air care market
- Launch activity and innovation opportunities for 2022 and beyond
- Usage and purchasing frequency of air care products
- Point of purchase of air care products – online versus in-store
- Usage behaviour around air care products especially during the pandemic-led lockdowns
- Interest in new innovations within air care products category
- Attitudes towards air care products in relation to health and ingredients

Consumers have been experimental with their air care buying choices with 28% of air care product shoppers trying out a new brand of air care product for the first time in the last year, while 14% indulged in a premium air care product. As the impact of the pandemic on consumers' mental health will take time to heal, air care products with calming and soothing effects will stay in demand.

The pandemic has created an upturn in the market creating significant growth. Though, as we transition from lockdowns to a new normalcy, the demand of air care market is expected to decline in the latter stages of 2021; consumers are still anxious about the virus and its future implications.

Consumers are also concerned about physical health. They are interested in products that purify air and are demanding transparency around ingredients to establish whether the product is harmful to their health. Brands can up their game on both product and marketing innovations to offer consumers much more than fragrance, and win consumer trust in terms of impact on physical health.

Though air care products that fulfil functional needs will form part of essential shopping, the air care market will largely depend on premium formats such as candles. Many consumers show willingness to pay for products that enhance their home environment and wellbeing based on their financial stability and



“While COVID-19 led to a significant increase in sales of air care products, the market continued its shift from being just a functional odour remover towards one more closely aligned with wellness products.”

– Arpita Sharma, Household Care Analyst

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ability to spend money on non-essential products. Product innovations in the form of fragrances, essential oils, and natural ingredients can help brands get ahead of the competition.

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Table of Contents

OVERVIEW

- **Key issues covered in this Report**
- **COVID-19: Market context**
- **Economic and other assumptions**
- **Products covered in this Report**

EXECUTIVE SUMMARY

- **Impact of COVID-19 on air care products**
Figure 1: Short-, medium- and long-term impact of COVID-19 on air care category, 2021
- **The market**
- **Air care products get a boost due to staying at home during pandemic led lockdowns**
Figure 2: UK central forecast value sales of air care products market (prepared 27 august 2021), 2016-26
- **Companies and brands**
- **Own-label leads non-electric market share with extensive investment in NPD**
Figure 3: Brand shares in value sales of continuous non-electric air fresheners, 2021
- **Air Wick leads the continuous electric air care products segment**
Figure 4: Brand shares in value sales of continuous electric air fresheners, 2021
- **Functional benefits led to manual air fresheners' double digit growth**
Figure 5: Brand shares in value sales of manual air fresheners, 2021
- **New fresh product launches led launch activity and innovations**
Figure 6: New product development in the air care products category, by launch type, 2016-21
- **The consumer**
- **Invest in innovation to fight the declining penetration**
Figure 7: Types of air care products used in the last 12 months, 2019-21
- **Tackle decline in frequency of purchase with experiential shopping**
Figure 8: Frequency of air care product purchase, 2021
- **Develop online channel to cater to growing demand of online shopping**
Figure 9: Point of purchase of air care products, 2021

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- **Experiential products can drive growth of premium products**
Figure 10: Behaviours around usage of air care products, 2021
- **Health and wellbeing claims will lead air care innovations**
Figure 11: Interest in air care innovation, 2021
- **Make ingredients the core of future innovations**
Figure 12: Attitudes towards air care products, 2021

ISSUES AND INSIGHTS

- **COVID-19 increases the emotional buying process**
- **Ingredient transparency will become more critical**

THE MARKET – KEY TAKEAWAYS

- **COVID -19 steered air care products towards substantial growth**
- **Pandemic will pave the way for online sales of air care products**
- **Health and environmental concerns will be under the spotlight**

MARKET SIZE AND PERFORMANCE

- **Air care category witnesses an unprecedented growth**
Figure 13: Short-, medium- and long-term impact of COVID-19 on the air care category, 1 September 2021
- **Air care market will register a record growth in 2021**
Figure 14: Market size for air care, 2016–21 (prepared on 27 August 2021)

MARKET FORECAST

- **Expect the air care market to stabilise by 2023**
Figure 15: UK central forecast value sales of air care products market, 2016–26
- **Ingredient transparency and innovations will give brands leverage**
- **Market drivers and assumptions**
Figure 16: Key drivers affecting Mintel's market forecast, 2015–25
- **Forecast methodology**

COVID-19 SCENARIO PERFORMANCE

- **Mintel's approach to predicting the impact of COVID-19**
- **Fundamental differences in how COVID-19 is affecting consumer markets**
- **Air care category will continue to stay in demand**

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Figure 17: COVID-19 scenario forecasts for the air care market, 2016-26

- **Expect air care market to gain in central scenario and extended recovery**
- **Rapid recovery will be detrimental for the category**
- **COVID-19 market disruption: risks and outcomes**

Figure 18: Summary of Mintel scenario expectations and the impact on the air care market, 2021

MARKET SEGMENTATION

- **Non-electric segment continues to lead the air care market**

Figure 19: UK retail value sales of air care products, by segment, 2019-21 (est)

- **Continuous electrical air fresheners lose market share**
- **Manual air fresheners boast functional claims**
- **Car fresheners decline due to reduced driving occasions**

CHANNELS TO MARKET

- **Grocery multiples continue to dominate the market**

Figure 20: UK retail value sales of air care products, by outlet type, 2019-21 (est)

- **Discounters continued operations despite roadblocks**

MARKET DRIVERS

- **Consumer confidence rolls up**

Figure 21: Trends in consumer sentiment for the coming year, 2009-21

- **Spotlight air purification properties**

Figure 22: Estimated total greenhouse gas emissions, UK, 1990-2020 (provisional)

Figure 23: IBUKI air purifier & essential oil diffuser for aromatherapeutic effect, 2021

- **Call for transparency about sustainability initiatives**

Figure 24: Beefayre teams up with bbc radio for Big Bee Challenge and launch of bee-themed playlist, 2021

- **Urgent imminent need to reduce carbon emissions**
- **Demand for ingredient transparency reaches new heights**
- **Cater to the growing online trade channel**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Expect an increase in demand of health and wellbeing related claims**
- **Focus on basic functionalities of air care products**
- **Distribute media plan to relevant channels**

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MARKET SHARE

- Continuous non-electric segment witnesses an upsurge**
 Figure 25: Brand shares in value sales of continuous non-electrical air fresheners, year ending June 2020 and 2021
- Play a balancing act on product claims in continuous electric air care segment**
 Figure 26: Brand shares in value sales of continuous electrical air fresheners, year ending June 2020 and 2021
- Manual air fresheners served functional needs during lockdowns**
 Figure 27: Brand shares in value sales of manual air fresheners, year ending June 2020 and 2021

LAUNCH ACTIVITY AND INNOVATION

- Air care continues to grow amidst pandemic**
 Figure 28: Share of NPD in the household care sector, by category, 2016- 21
- Candles grow during the pandemic due to wellbeing focus**
 Figure 29: New product development in the air care products category, by sub-category, 2016-21
 Figure 30: Candles with specific mental wellbeing claims, 2020
- Demand during pandemic led to investment in new product launches**
 Figure 31: New product development in the air care products category, by launch type, 2016-21
 Figure 32: Distinct new air care product launches, 2020
- Keep basic functional products alive**
 Figure 33: New product launches with functional claims, 2020
- Decline in NPD share for major brands**
 Figure 34: New product launches in air-care category, by ultimate company and other, 2020
- Wax Lyrical plays on provenance and aromatherapy**
 Figure 35: Wax Lyrical's new notes added to its mindfulness collection, 2020
- Rituals unique take on religious and spiritual beliefs**
 Figure 36: Rituals taps religious beliefs in its new mini home fragrance sticks range, 2020
- Yankee Candle invests in devices**
 Figure 37: Yankee candle introduces devices in the UK market, 2020-21
- Growth in private label attributes to new product development**

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Figure 38: New product launches in air-care category, by own-label vs branded products, 2016-2021

Figure 39: Private label new product launches with natural claims, 2020

- **Botanical and herbal claims tap into health concerns**

Figure 40: Leading claims in the air care products category, based on top claims, 2019-21

Figure 41: Botanical/ Herbal new product launches within powered air fresheners, 2020

- **M&S expands Apothecary range of candles and sprays**

Figure 42: Marks and Spencer's Apothecary range carrying botanical/herbal claim, 2020

- **Tap into aromatherapy to position as wellbeing enhancers**

Figure 43: Aromatherapy new product launches in non-powered air fresheners segment, 2020

Figure 44: Aromatherapy candles with additional claims, 2020

- **Fragrances with calming effect gain momentum**

Figure 45: Leading fragrances in air care product launches, by top fragrance component groups, 2019-21

Figure 46: Botanica by Air Wick's Green/ Herbal/ Woody fragrances launches with provenance claims, 2020

ADVERTISING AND MARKETING ACTIVITY

- **Procter & Gamble as the forerunner in campaign activity**

Figure 47: Total above-the-line, online display and direct mail advertising expenditure on air care products, by leading advertisers, 2020

Figure 48: Total above-the-line, online display and direct mail advertising expenditure on air care products, by leading brands, 2020

- **Febreze targets "stay at home" trend**

- **Tap into consumer inquisitiveness by talking about ingredients**

Figure 49: Puressentiel's air spray with 41 essential oils, 2020

- **Botanica by Air Wick's 'Inspired by Nature' campaign focusses on ingredients**

Figure 50: Air Wick Botanica – Inspired by Nature talks about ingredients, 2020

- **Television expands to dominate above-the-line ad sales**

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Executive Summary

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Figure 51: Total above-the-line, online display and direct mail advertising expenditure on air care products, by media type, 2019-21

- **Glade's Lapland collection will take winner to Lapland in 2022**

Figure 52: Glade's Limited Edition range launched at Christmas, 2020

- **Brands look beyond sustainability to regeneration**

Figure 53: Botanica by Air Wick – Bring Nature Back talks about regeneration, 2020

Figure 54: Puressentiel launches Fondation puressentiel 2022 Call for Projects

- **Create long lasting memories through unique campaigns**

Figure 55: Urban Apothecary's dramatised digital campaign, 2020

Figure 56: ASMR inspired Air Wick connect to nature advertisement, 2021

- **Nielsen Ad Intel coverage**

BRAND RESEARCH

- **Brand map**

Figure 57: Attitudes towards and usage of selected brands, 2021

- **Key brand metrics**

Figure 58: Key metrics for selected brands, 2021

- **Febreze is a highly trusted brand**

Figure 59: Attitudes, by brand, 2021

- **Yankee Candle is known for being fun**

Figure 60: Brand personality – macro image, 2021]

- **Air Wick and Glade stand for efficacy and reliability**

Figure 61: Brand personality – micro image, 2021

- **Brand analysis**

- **Wax Lyrical's premium positioning captures interest among high income groups**

Figure 62: User profile of Wax Lyrical, 2021

- **Febreze benefits from its functional reputation**

Figure 63: User profile of Febreze, 2021

- **Yankee Candle fun quotient appeals to women**

Figure 64: User profile of Yankee Candle, 2021

- **Rituals continues to hold a premium brand image**

Figure 65: User profile of Rituals, 2021

- **Air Wick can target young consumers with green credentials**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 66: User profile of Air Wick, 2021

- **Glade's mainstream brand boost accessibility**

Figure 67: User profile of Glade, 2021

- **Neutradol's functional claims benefit larger households**

Figure 68: User profile of Neutradol, 2021

- **Reading word clouds**

THE CONSUMER – KEY TAKEAWAYS

- **Innovations will be the key to maintain post-pandemic growth**
- **Ingredient transparency will be the key to consumer trust**
- **Cater to online shoppers**

IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- **Waning consumer concerns around coronavirus**

Figure 69: Concern of exposure risk to COVID-19/coronavirus, 2020–21

- **Time to emphasise product innovations**

Figure 70: Puressentiel Pure Scents Purifying Air Spray and Rest & Relax Air Spray

- **Design marketing strategy around transparent communication**

Figure 71: Candle launches with Ethical – Charity claims, 2020–21

- **Build sales strategy to cater to online consumers**

USAGE OF AIR CARE PRODUCTS

- **Address the change in product's usage pattern**

Figure 72: Types of air care products used in the last 12 months, 2019–21

Figure 73: Repertoire of air care products used in the last 12 months, 2021

- **Invest in innovation to increase penetration**

Figure 74: – Bio Spectra Attitude Nature + Technology Green Apple & Basil Natural Air Purifier made with activated carbon to purify air by absorbing pollutants and eliminating odours, 2021

- **Solve the chemical versus natural muddle to encourage usage**
- **Drop in car fresheners due to reduced driving occasions**

AIR CARE PRODUCT PURCHASE FREQUENCY

- **Use purchase frequency to parse target audience**

Figure 75: Frequency of air care product purchase, 2021

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Offer experiential purchase environment to experimental consumers**

Figure 76: Iggy Box's monthly subscription service for artisan candles, 2021

- **Communicate to increase purchase frequency**

POINT OF PURCHASE OF AIR CARE PRODUCTS

- **Tend to the growing online channel**

Figure 77: Point of purchase of air care products, 2021

- **Bring back the pre-pandemic momentum for in-store**

Figure 78: In-store purchase of air care products, 2021

- **Create distinct image for ecommerce channel**

Figure 79: Online purchase of air care products, 2021

USAGE BEHAVIOURS AROUND AIR CARE PRODUCTS

- **Cater to the experimental consumer**

Figure 80: Behaviours around usage of air care products, 2021

- **Tap into nostalgia-driven consumers**
- **Premium products have potential to grow**

INTEREST IN AIR CARE INNOVATION

- **Lingering health concerns bring spotlight to indoor air quality**

Figure 81: Interest in air care innovation, 2021

- **Room for air care products targeting pet odour**
- **Focus on self-care is expected to continue**

ATTITUDES TOWARDS AIR CARE PRODUCTS

- **Use packaging to share product ingredients information**
- Figure 82: Attitudes towards air care products, 2021
- **Find ways to make ingredient information accessible**
 - **Prove efficacy of naturalness**
 - **Establish consumer connect over heightened concerns about the planet**
 - **Address parents' anxiousness around health impacts**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

APPENDIX – CENTRAL FORECAST METHODOLOGY

- **Market forecast and prediction intervals**

What's included

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Full Report PDF

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Figure 83: UK central forecast value sales of air care products market (prepared 27 august 2021), 2016-26

- **Market drivers and assumptions**

Figure 84: Key drivers affecting Mintel's market forecast, 2021-26

- **Forecast methodology**

APPENDIX: COVID SCENARIO PERFORMANCE METHODOLOGY AND ASSUMPTIONS

- **Scenario performance**

Figure 85: COVID-19 scenario forecasts for the UK air care market, 2016-26

- **Rapid COVID recovery, central and extended COVID disruption scenarios outline**

- **Scenario methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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