

Air Fresheners and Air Care - UK - October 2011

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“While air care products are widely used, using them continually or most days is less common than occasional usage. A large proportion of people are still put off using air fresheners as they see them as artificial, so brands need to reach out to those who want to maintain a fresh home but like to do so in the most natural way possible.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What factors are most likely to influence demand for air fresheners?
- How do usage patterns highlight opportunities for growing sales?
- To what extent does the type of fragrance determine product choice?
- How is improved control of fragrance release changing the market?
- Do brands or price have the bigger influence on shopping behaviour?
- What are the barriers to wider and heavier usage of air care products?

Definition

The report examines the retail market for the following air care products:

- aerosol and pump sprays
- continuous electrical air fresheners, including plug-ins and battery-operated/automatic sprays, including timed release
- continuous non-electrical air fresheners, including blocks/gels and scented oils/reed diffusers
- scented candles and oil burners
- kitchen appliance fresheners
- carpet/vacuum fresheners
- car fresheners.

Excluded from market size data in this report are fabric fresheners, incense and household fragrances primarily used for repelling insects.

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