

Air Fresheners - UK - September 2013

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“Sales of air fresheners could be boosted in a number of ways, including focusing more on room specific products, the elimination of specific cooking or food smells or the provision of added functional benefits to boost health and wellness.”

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- How can focusing on room specific products help boost sales?
- In what ways can sales linked to eliminating odours be maximised?
- How can the retail environment help to increase brand engagement?
- Can the development of new functionality help drive incremental sales?
- How do younger people present opportunities for targeting?

Following a strong year in 2011, a slowdown in sales growth for air fresheners has left the market value up only slightly compared to two years earlier. Within this overall picture of a relatively flat market, different segments have had mixed fortunes, with sales of scented candles and non-powered units up strongly, but aerosols and powered products declining.

Purchases of air care products are largely discretionary, so shoppers need to be reminded to buy them through high product visibility at retail level and strong marketing support for new launches, whether these are completely new products or seasonal range extensions. The big challenge for brands trying to grow sales is increasing frequency of usage and shortening the replacement purchase cycle.

This report provides a detailed analysis of the UK air fresheners market, including where different types of product are used in the home, shopping behaviour and whether products are used mainly for eliminating odours or enhancing room environments. It also looks at levels of interest in a range of product attributes and formats to identify those areas most likely to add value to the market.

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