

Air Fresheners - China - October 2013

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“Eliminating odours remains the second most important factor when buying air fresheners, thus traditional air fresheners that highlight the benefits of getting rid of odours still have relatively steady demand. However, the next generation air freshener products with mood-setting and health benefits are likely to become the driving force of this market.”

– David Zhang, Research Analyst

This report looks at the following areas:

- What is the current state of the air freshener market in China and what are the trends behind, drivers of and barriers to growth?
- What are consumers' behaviour and attitudes towards air fresheners?
- Where are the opportunities for growth in air freshener market?
- How can air freshener brands reach the high-end market with emotional benefits?
- How can air freshener operators address consumers' health concerns?

Thanks to growing disposable income and urbanisation resulting in an expanding consumer base, the air fresheners market in China has enjoyed steady growth between 2008 and 2012 in both value and volume terms. The market size in value terms is expected to keep growing but with a slowing growth rate from 2013 onwards, likely due to lower growth of the population and Chinese consumers' increasing preference for a healthy lifestyle.

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