

## Air Care - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Nearly nine out of 10 people use at least one type of air freshener at home but significant scope exists to encourage people to use a wider range of products and use them more regularly, such as for scenting more rooms or using air care products for a wider variety of reasons.”  
- Richard Caines, Senior Household Care Analyst

### This report looks at the following areas:

- Increasing usage of air fresheners in particular rooms to help grow sales
- Appeal of scented candles and ways of driving further sales growth
- Encouraging more usage of powered products for continuous freshening
- Persuading a higher proportion of car drivers to use car air fresheners

This report examines all of the major products making up the UK air fresheners market, and uses consumer research to look at usage of different products, where air fresheners are used most frequently, how often users of air freshener units replace refills, attitudes towards scented candles and other product types and what might encourage more people to use car air fresheners.

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