

Air Care - UK - June 2015

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“The focus of the market on the launch of new fragrance ranges, including seasonal and limited edition scents, has increased consumer choice and helped drive replenishment sales. However, brands in the market need to concentrate on encouraging usage of a wider repertoire of complementary products, as well as give shoppers more reasons to buy air care products.”
 – Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Increasing replenishment of air care products
- Encouraging complementary and wider usage of air fresheners
- Giving people more reasons to buy air care products
- Opportunity for more 'natural' air fresheners

The air fresheners market encompasses a wide portfolio of different products which range from those more closely associated with odour elimination to those that are linked to not just freshening but also accessorising the home. For the major air care brands what brings them all together is fragrance, and the last few years have seen a strong focus on the launch of new fragrance lines across product categories.

A key element of the launch of fragrance ranges has been seasonal and limited edition scents, which over the last year have helped drive sales of refills for plug-ins or other air freshener units, but another element is sprays, scented candles and reed diffusers with scented oils carrying the same fragrances. At the same time as the big three companies in air care have been using new scent ranges to encourage increased replenishment, they have also been facing increased competition from Yankee Candle and own-label.

In an increasingly competitive market, points of differentiation are therefore important, especially given the wide range of brands and price points in the growing scented candles segment of the market. This report looks at usage and purchasing of different types of air fresheners, buying behaviour and attitudes towards air care products. Interest in added product features is also investigated to see how giving people more reasons to buy might translate into an increase in future sales.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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