

Air Care - US - March 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"After struggling in recent years, the air care market posted stronger gains in 2015 reflected in growth across all segments. Opportunities exist to engage adults by expanding claims beyond scent, focusing on natural or environmentally friendly options as well as health and wellness benefits."

- Margie Nanninga, Home and Personal Care Analyst

This report looks at the following areas:

- Air care sees growth in 2015 amid recent struggles
- Flat market penetration furthers air care market challenges
- Ingredient concerns weigh on consumers

For the purposes of this Report, Mintel has used the following definitions:

- Candles – A body of wax formed around a wick, which provides a flame, and in many cases fragrance, when lit. Includes tea lights, votives, pillars, tapers (dinner candles), and birthday candles. Candles can stand alone or be designed for use in a holder or metal container. Both scented and unscented candles are included.
- Home air fresheners – Includes the aerosols/sprays, slow-release (solid, gel, liquid, reed diffusers), and plug-in and electric/battery-operated devices.
- Vehicle air fresheners

Wax melts, which consist of a burner device that melts wax pieces as a means of releasing fragrance are excluded from the market size, but they are discussed in the consumer sections of this report. Potpourri and flameless candles, which use LED lights or light bulbs to create the appearance of a candle flame, are not included in the market size nor are they discussed in the report.

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DID YOU KNOW?

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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