

Air Care - UK - July 2016

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

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"Value sales in the air care category have stalled somewhat, but market conditions look set to ensure it returns to growth. There is an appetite for innovation in the category, and potential for product development of more premium scents and formats to boost the market, building on the positive impact that brand new products have had on the category in recent years."

– Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

- Preventing further stagnation of the aerosols segment
- Building the profile of wax melts
- A question of air quality

Value sales of air care products plateaued in 2015, with the impact of new innovations from big name brands tempered by discounting and competitive pricing by retailers. This appears to have hit the aerosols segment the hardest; their popularity and ubiquity make them a prime target for retailer promotions.

Innovations in this category are vital, with Air Wick and Glade in particular benefiting from new product lines and accompanying advertising campaigns. Brands can look to further NPD (New Product Development) in terms of premium formats and scents to encourage consumers to trade up on air care products.

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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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