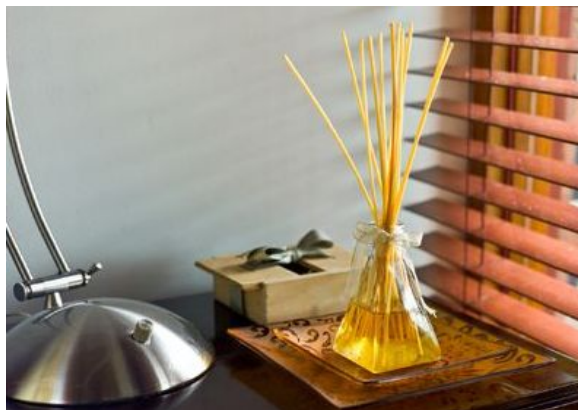


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"Air care experiences high penetration, resulting in nearly flat market sales over the last five years. While 31% of consumers report using air care products more often as opposed to less often in the past year, long-established formats saw a decline in usage amid ingredient concerns and cross-category competition."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- Consumers doing more with less
- Long-standing formats losing favor amid ingredient concerns
- Category engagement drops with age
- Retail landscape highly fragmented, reflects save versus splurge mentality
- Mass most purchased, but not by much
- Innovation areas provide additional usage occasions

In spite of category challenges, a focus on natural, healthier, and ecofriendly options as well as enhancing the user experience are pockets of opportunity to boost the market.

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

Figure 1: Total US retail sales and forecast of air care, by segment, at current prices, 2013-23

The challenges and opportunities

Consumers doing more with less

Figure 2: Frequency of air care use, repertoire of air care product usage, October 2018

Long-standing formats losing favor amid ingredient concerns

Figure 3: Select reasons for using air care products less often, October 2018

Category engagement drops with age

Figure 4: Repertoire of air care product usage, five or more, by age, parental status, October 2018

Retail landscape highly fragmented, reflects save versus splurge mentality

Figure 5: Primary and secondary retailers shopped, by segment, October 2018

Mass most purchased, but not by much

Figure 6: Select candle shopping behaviors and attitudes, October 2018

Innovation areas provide additional usage occasions

Figure 7: Interest in innovations, October 2018

What it means

The Market – What You Need to Know

Air care product sales grow by 2%

Most spend allocated toward candles, vehicle segment leads growth

Scented household products threaten air freshener sales

Shifts in population will impact market growth

Natural, eco-friendly, free-from claims will be key to future growth

Market Size and Forecast

Air care market sees slight uptick amid recent struggles

Figure 8: Total US sales and fan chart forecast of air care products, at current prices, 2013-23

Figure 9: Total US retail sales and forecast of air care products, at current prices, 2013-23

Future of Air Care

Health and environmental concerns will drive future category claims

Figure 10: Total US retail sales and forecast of air care products, at current prices, by select US air care product launch claims, 2013-23

Market Breakdown

Candles are largest segment, vehicle air fresheners see strongest growth

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Figure 11: Total US retail sales of air care products, by segment, at current prices, 2016 and 2018

Other channels dominate sales

Figure 12: Total US retail sales of air care products, by channel, at current prices, 2013-18

Market Perspective

Scented household products pose a threat to air care

Market Factors

Population and living trends impact air care usage

Figure 13: Population aged 18 or older, by age, 2013-23

Key Players – What You Need to Know

S.C. Johnson & Son maintains market lead, smaller players see growth

Brands incorporating natural, eco-focused claims see growth

Value candle brands struggle

Shake up the category by innovating around scent, experiences

Manufacturer Sales of Air Care

SCJ leads market, small brands see stronger growth

Sales of air care by company

Figure 14: MULO sales of air care products, by leading companies, rolling 52 weeks 2017 and 2018

What's Working?

Seasonality remains important for category

Figure 15: Share of US product launch claims, 2013-18*

Natural and eco-friendly meet demand for safer products

Figure 16: Share of US air care product launches with botanical/herbal, environmental friendly product claims, 2013 and 2018*

Laundry scents strike familiar cord, underscore scent substitution threat

Figure 17: MULO sales of home and vehicle air fresheners with identifiable laundry scents, rolling 52-weeks ending Oct. 7, 2018

What's Struggling?

Mass brands, private label candles can't live up to premium interests

Figure 18: MULO sales of select candles, by leading companies and brands, rolling 52 weeks 2017 and 2018

What's Next?

Disrupt scent sameness

Create unique experiences

Home automation will drive smart air care forward

The Consumer – What You Need to Know

Slight shifts in product usage reflect challenges and opportunities

Usage motivations two pronged while health concerns persist

Convenience, cost influence shopping for air fresheners, essential oils

Younger candle users driven by lifestyle interests

Familiar scents in adjacent categories could pique interest

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Younger adults, parents drive air care innovation interest

Air Care Usage

Shifts in usage shaped by ingredient concerns, new formats

Figure 19: Repertoire of air care product usage, December 2016 and October 2018

Figure 20: Air care usage, December 2016 and October 2018

Lifestage drives air care usage

Figure 21: Usage of select air care products, by age, parental status, October 2018

Figure 22: Repertoire of air care product usage, by age, parental status, October 2018

Hispanics, particularly Millennials, engaged in category

Figure 23: Repertoire of air care product usage – five or more, by Hispanic origin and generation, October 2018

Figure 24: Air care usage, by Hispanic origin and generation, October 2018

Changes in Air Care Usage

Nearly one third using air care more often

Figure 25: Frequency of air care usage, October 2018

Usage frequency sheds light on core target groups

Figure 26: Using air care more often – Percent difference from average, by age, parental status, Hispanic origin, living location, October 2018

Reasons for Using Air Care More

Functional and experiential needs drive increased usage

Figure 27: Reasons for using air care products more often, October 2018

Millennials, parents find most benefits to air care

Figure 28: Reasons for using air care products more often, by generation and parental status, October 2018

Reasons for Using Air Care Less

Health concerns, cost hinder air care usage

Figure 29: Reasons for using air care less, October 2018

Retailers Shopped for Air Fresheners and Essential Oils

Convenience drives choice of retailer

Figure 30: Marianos air care inventory (alongside household paper products), Oak Lawn (Chicago), November 2018

Figure 31: Retailers shopped for air fresheners and essential oils, October 2018

25-34-year-olds shop across channels

Figure 32: Retailers shopped for air fresheners and essential oils, by age, October 2018

Shopping for Candles

Candle purchases made at variety of retailers

Figure 33: Retailers shopped for candles, October 2018

Figure 34: TJMaxx & HomeGoods, Chicago, November 2018

Younger shoppers shop around, older adults stick to traditional retailers

Figure 35: Select retailers shopped for candles, by age, October 2018

Mass brands lead, but not by much

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Figure 36: Candle brand preferences, by age, October 2018

Figure 37: Interest in mass candle brand improvements, by age, October 2018

Change of season triggers purchases, particularly for those 45+

Figure 38: Bath & Body Works Email flyer, November 2018, Seasonal candle

Figure 39: Candle purchase drivers and challenges, by age, October 2018

Interest in Scents

Food and beauty ingredients should migrate into air care

Figure 40: Interest in scents, October 2018

18-44's open-minded when it comes to new scents

Figure 41: Interest in select scents, by age and gender, October 2018

Interest in Innovations

Innovations could provide additional usage occasions

Cleaning the air could be the next "big thing"

Health and wellness evolves beyond aromatherapy

Smart technology will drive future growth of air care market

Customization for a more personalized scent experience

Figure 42: Interest in innovations, October 2018

Customizable and on-the-go air care drive appeal

Figure 43: Interest in customizable and portable air care innovations, have not used, but interested in trying, by age, October 2018

18-54's, parents drive interest in tech innovations

Figure 44: Interest in select technology air care innovations – Have not used, but interested in trying, by age, parental status, October 2018

Air care innovations have prime audience among urban dwellers

Figure 45: Interest in select innovations – Have used, by living location, October 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 46: Total US retail sales and forecast of air care products, at inflation-adjusted prices, 2013-23

Figure 47: Total US retail sales and forecast of air care products, by segment, at current prices, 2013-23

Figure 48: Total US retail sales of air care products, by segment, at current prices, 2016 and 2018

Figure 49: Total US retail sales and forecast of candles, at current prices, 2013-23

Figure 50: Total US retail sales and forecast of home air fresheners, at current prices, 2013-23

Figure 51: Total US retail sales and forecast of vehicle air fresheners, at current prices, 2013-23

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Figure 52: Total US retail sales of air care products, by channel, at current prices, 2013-18

Figure 53: Total US retail sales of air care products, by channel, at current prices, 2016 and 2018

Appendix – Key Players

Figure 54: MULO sales of candles, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 55: MULO sales of home air fresheners, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 56: MULO sales of car air fresheners, by leading companies and brands, rolling 52 weeks 2017 and 2018

Appendix – The Consumer

Figure 57: Air care product launches with aromatherapy claims, 2013-17

Figure 58: Households, by presence of related children, 2007-17

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