

Air Care - Canada - January 2020

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This report looks at the following areas:

- The aging population will pose a challenge to the industry, but youthful enthusiasm should help sustain the market
- Retail choice is varied, and shifts with format purchase
- Health and wellness have an important role to play in air care
- Natural products and purified air help to soften concern over chemical exposure
- There's an appetite for varied scents, with seasonally relevant scents being a large motivator for new purchases
- High tech air care does not yet resonate, but consumers will be quicker to embrace innovations which improve health and reduce pollution

The air care market appears stable and set for slight growth going forward. More than simply a way to control odors, air care products play an important role in setting and enhancing the mood in consumers' homes. Shoppers have a huge variety of scents, formats and price points to choose from, making the category accessible to everyone. The varied and fragmented retail space provides consumers with the choice of whether to save or splurge on their products. Increased awareness of personal and environmental health is shaping purchasing behaviours, as consumers are demanding cleaner, safer air care for their families.



"Consumer demand for healthier, more natural products is expected to play an important role in shaping the future of the air care industry. Brands will need to adapt and showcase their safety, minimal environmental impact and health benefits in order to fully realize their potential."

- Meghan Ross, Senior Research Analyst – Home & Beauty

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