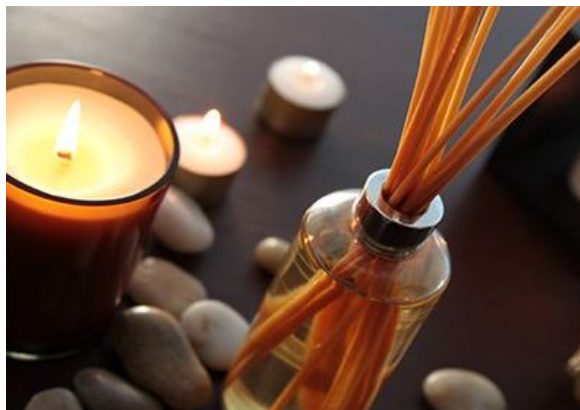


Air Care - China - January 2020

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“There has been a shift in consumer demand for air care products, from being functional for eliminating odours, to focus on personal wellbeing by improving indoor air quality, enhancing home ambience and mood, which will be a key growth driver in the future.”

- Alice Li, Senior Analyst

This report looks at the following areas:

- Category shifts away from odour elimination to ambience/mood-enhancing
- Scented candles in need of a lift
- Focus on indoor air quality impacts the air care category

The air care category is very small in China, with value sales just exceeding RMB one billion in 2019. The slow progress of development is due to flat penetration in recent years, as consumer demand for odour control has reduced with living standards improving.

However, the category seems to have a positive shift away from being purely functional for eliminating odours, to be driven by wellbeing. This presents an opportunity for brands to broaden their appeal by offering products that help improve indoor air quality, home ambience and mood.

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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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