

# Air Care - China - January 2021

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## This report looks at the following areas:

- How consumers' time spent at home has changed after the COVID-19 outbreak?
- What indoor air pollutants concern consumers most?
- Trends in the usage of air care products
- Usage occasions and purchase factors of scented candles
- Consumer preferences towards different approaches to improving indoor air quality

The air care market in China is expected to continue growing in 2020 with people spending more time at home after the COVID-19 outbreak, reaching value sales of RMB2,972 million. The most important opportunity for this category is to position air care as an effective way to make people feel more comfortable at home, which requires air care products to adapt to consumers' changing lifestyles and create new usage occasions, such as tackling kitchen smoke and bad cooking smells, or for use when working, exercising or taking a shower/bath at home.



“Air care needs to adapt to consumers' changing lifestyles and create new usage occasions to remain relevant. While odour-removal air fresheners are almost a thing of the past, there are opportunities to target bad cooking smells and pet odours.”

– Alice Li, Associate Director

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- **Decoration is more important for high earners**  
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