

Air Care - China - 2023

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This report looks at the following areas:

- Market overview and growth of China's air care market
- Competitive landscape and new product trends in China's air care market
- Product usage and area of usage
- Interested claims of air fresheners
- Preferred brand types of scented air care products
- Future spending plans by product type

The popularity of scented air care products has educated consumers about the emotional values brought by product scents, and such awareness has trickled into air fresheners. Surprisingly, 'improving moods' is the second-most popular claims (57%) as a draw towards buying air fresheners, closely following 'long-lasting effects' (61%). Impacted by the usage of scented air care products, consumers now demand higher standards from the scent of air fresheners and expect them to deliver more than functional benefits.

Relatedly, the market threat lies in the potential decline of air fresheners. Even though spray air fresheners remain the most used product type, usage rates of air fresheners are stagnant and likely to decline if product offerings fail to meet consumers' expectations, especially in terms of scents.

Scented air care shows a promising future, benefiting from product diversity. On one hand, even though individual penetration by product type (eg scented candles, spray, diffusers) is relatively low, non-users who are interested in trying these products reach over 35% of respondents, respectively. On the other hand, scented air care products have begun to advance their emotional values through designs, cultures, aesthetics, and still have room for exploration.



"With the rise of 'scent economics', all types of air care products are expected to offer pleasant olfactory experiences."

- Tina He, Research Analyst

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- **Non-users are the majority in the air care market but show potential for conversion**

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