

# Household Fresheners - UK - October 2009

Report Price: £1500 / \$3000 / €2250



## What is this report about?

This report covers the UK market for air fresheners that are used in the home or car, including aerosols, slow-release, plugs-in and scented candles (flameless candles are included under battery-operated), gels, liquid wicks, potpourri and click sprays. Vapourisers, crystal/decorative fresheners and reed diffusers are also included. It also includes odour-neutralising products and niche segments, such as incense, burning oil and vacuum fresheners.

## What have we found out?

- More than four in ten adults have an air freshener on hand in the bathroom, but there is a strong preference to open the window rather than use air fresheners.
- Households with cats, dogs or caged birds are significantly more likely than average to use household fresheners or scented candles in order to mask unpleasant pet smells.
- 17 million homes use household fresheners although the recession has seen people cut out spend on unnecessary items and household fresheners were used in 300,000 fewer households in 2009 compared to 2007.
- Compared to the French, Spanish and Germans, the Brits are the only nation to favour the aerosol above all other formats. It is a convenient format that lends itself for use in the bathroom as a permanent standby to mask embarrassing smells.
- The recession has seen consumers rationalise their spend on unnecessary items. As a result, in 2009, one in five adults had cut back on how much they spend on household fresheners.
- The thought of breathing in the chemicals used in the household fresheners is the biggest put-off and is driving people to seek out more natural alternatives, such as reed diffusers and scented fresh cut flowers.

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