

Air Fresheners - UK - October 2012

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“To take air care products beyond eliminating odours and freshening rooms, future product development should focus on improving air quality and providing health and wellness benefits. This would help take the air care market closer to the health and personal care market through helping to prevent the spread of germs, reducing exposure to allergens and improving general wellbeing through better relaxation, sleep and daytime alertness.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How can the air care market overcome barriers to higher usage?
- In what ways can air care brands maximise sales to existing users?
- Can health and wellness benefits add value to the air care market?
- What can brands do to encourage greater loyalty to their products?
- Do scented cleaning products pose a threat to the air care market?

Despite the tough prevailing economic environment, the air care market has shown significant growth during 2011 and 2012, taking the total value of sales to an estimated £439 million. The market has benefited from a strong and steady stream of new product development, with the choice of product types and fragrance variants regularly being updated.

While the majority of people use air care products, evolution of the product offer gives brands and retailers the opportunity to attract new users to the market, as well as encouraging wider usage of products around the home by existing users.

This report examines the retail market for the following air care products:

- aerosol and pump sprays
- continuous electrical air fresheners (plug-ins and battery-operated)
- continuous non-electrical air fresheners, including blocks/gels and scented oils/reed diffusers
- scented candles and oil burners
- kitchen appliance fresheners
- carpet/vacuum fresheners
- car fresheners.

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