

Air Care - China - January 2017

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“The mixed segment performance in air care is a reflection of changes in consumer demand in the category. While pure odour eliminating air fresheners will remain as the bulk of the market, future growth drivers are products that go beyond and address indoor air pollution or improve the mental wellbeing of consumers.”

– **Ruyi Xu, Director of Research China**

This report looks at the following areas:

- Growing demand for natural scents
- Opportunities for air care brands in addressing pollution concerns
- Responding to consumer demand for emotional wellbeing

The air care market remains a relatively small category in household care. This is as much to do with it being a low priority in consumers’ spending as there is a lack of innovation by manufacturers in China. However, new demands are emerging with more focus on air quality, ambience-enhancing and mood lifting products to improve people’s health and wellness. Brands need to not only respond to changing consumer needs but also be aware of more diversified competition in the market.

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DID YOU KNOW?

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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