

Air Care - UK - July 2017

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“Although scent is a vital part of the air care category, many people still look towards the category for pure function: removing odours. As a result, fragrance-free products may provide a future area of growth as brands try to allay concerns over ingredients, and reduce discouraging factors such as scents being too artificial or too strong.”
 – **Richard Hopping, Brand and Household Analyst**

This report looks at the following areas:

- The effects of air pollution on the air care market
- An opportunity for fragrance-free

Retail value sales of air care products experienced an increase of 1% from 2015-16, with a similar level of growth expected during 2017 to push total value sales to £502 million. The number of product launches and total advertising spend have been increasing in recent years, positively impacting upon the growth of the category by counteracting the culture of savvy shopping ingrained across it.

As much as scent plays a crucial part in air care, there are some aspects of scents that discourage people from using air care products completely, or from using air care products more often. The functional side of air care, purely for odour removal, is still a driving factor behind usage, which suggests that fragrance-free could fill the void of an air care product that can remove malodours without masking with a scent considered too strong or artificial.

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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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 The facts
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