

## Air Care - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“More people than ever are using air care products, with the category benefiting from meeting both emotional and functional needs. However, concerns over the content of standard fresheners look to have encouraged some consumers to re-evaluate their product choices.”

- **Lucy Cornford, Category Director – Household Care**

This report looks at the following areas:

- **Learning from Yankee Candle**
- **Increasing the health profile of air care**

Despite concerns over the impact of air pollution and how some air care products could be exacerbating this issue, use of air care products continues to rise. This has ensured that the value of the market has continued to grow, regardless of the discounting on branded goods that has blighted many other FMCG categories. Valued at £502 million in 2017, the market is expected to reach £508 million in 2018.

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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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