

## Air Care in Germany

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Lifestyle trends in Germany continued to move the home more in the focus of social and everyday living. For many consumers, it is a place for gatherings with friends and family or simply a retreat to escape from an otherwise hectic and stressful job or lifestyle. As a result, cosiness and comfort play major roles in creating, designing and maintaining modern homes. A nice atmosphere can thereby be underlined by more or less subtle pleasant scents. Air care was therefore not only used to cover un...

Euromonitor International's Air Care in Germany market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

**Product coverage:** Candle Air Fresheners, Car Air Fresheners, Electric Air Fresheners, Gel Air Fresheners, Liquid Air Fresheners, Other Air Care, Spray/Aerosol Air Fresheners.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- Get a detailed picture of the Air Care market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### Table of Content

Headlines  
Prospects  
Cocooning and Homing Support High Sales of Air Care  
Too Many Alternatives Limit Growth for Air Care  
Other Air Care Remains Small But Innovative in Germany  
Competitive Landscape  
Strong Presence Supports SC Johnson  
Innovation Drives Procter & Gamble

## Private Label Adds Pressure

### Category Data

- Table 1 Sales of Air Care by Category: Value 2013-2018
- Table 2 Sales of Air Care by Category: % Value Growth 2013-2018
- Table 3 Sales of Air Care by Fragrance: Value Ranking 2013-2018
- Table 4 NBO Company Shares of Air Care: % Value 2014-2018
- Table 5 LBN Brand Shares of Air Care: % Value 2015-2018
- Table 6 Forecast Sales of Air Care by Category: Value 2018-2023
- Table 7 Forecast Sales of Air Care by Category: % Value Growth 2018-2023

### Executive Summary

- Contrasting Trends Fail To Prevent Stagnation in Home Care Sales
- Home Care Serves Therapeutic Purpose Whilst Still Offering Convenience
- Sophisticated Private Label Stiffens Competitive Environment
- Concentrated Formulations, Multi-functionality and Sustainability As Key Themes
- Technological Advances Serve As A Threat To Home Care Sales

### Market Indicators

- Table 8 Households 2013-2018

### Market Data

- Table 9 Sales of Home Care by Category: Value 2013-2018
- Table 10 Sales of Home Care by Category: % Value Growth 2013-2018
- Table 11 NBO Company Shares of Home Care: % Value 2014-2018
- Table 12 LBN Brand Shares of Home Care: % Value 2015-2018
- Table 13 Penetration of Private Label in Home Care by Category: % Value 2013-2018
- Table 14 Distribution of Home Care by Format: % Value 2013-2018
- Table 15 Distribution of Home Care by Format and Category: % Value 2018
- Table 16 Forecast Sales of Home Care by Category: Value 2018-2023
- Table 17 Forecast Sales of Home Care by Category: % Value Growth 2018-2023

### Sources

- Summary 1 Research Sources

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