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Air Care in Israel

https://marketpublishers.com/r/AB732F5B8E0EN.html
Date: February 2024
Pages: 16
Price: US$ 990.00 (Single User License)
ID: AB732F5B8E0EN

Abstracts

While overall retail volume sales of air care continued to decline in 2023, this trend was mostly driven by the larger spray/aerosol format, as an increasing number of consumers are moving away from these products due to concerns over the impact of chemicals being released into the home. Further price increases were another negative factor forcing consumers to review their purchases of air care, certainly in terms of frequency.

Euromonitor International's Air Care in Israel 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 2028 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

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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.

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