

# Air Care Market in India 2017

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## Abstracts

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Netscribes' latest market research report titled Air Care Market in India 2017, finds the growing awareness coupled with increasing income among urban consumers to be one of the key reasons for the growth of the sector. Though the Indian air care category is still nascent with low penetration and involvement, but the rising disposable income has enabled higher out of pocket expenditure on FMCG products by the Indian consumers. Growth in the awareness regarding benefits of air fresheners and the need to maintain a clean environment is further leading to increased demand for air care products. Car fresheners dominate the air care market followed by home and bathroom fresheners.

However, challenges associated with retailing of air care products are hampering growth of the segment. Consumers who are aware of the presence of toxic ingredients in various air care products are generally averse to using these products, which hinders the growth of the market. Despite these challenges, the air care market is expected to grow over the next five years and exhibit a strong CAGR as the market has started to evolve with brands introducing innovations in products and aggressively promoting their offerings through target-specific marketing campaigns for urban consumers of the country. Dabur has a long established leadership in air care under its brand Odonil which has continued to enjoy huge popularity among consumers for years.

### COVERAGE:

Global air care market overview and forecasted market size data in terms of value over FY 2014 to FY 2020

Overview of the air care market in India and forecasted market size data in terms of value over FY 2015 to FY 2020

Trade analysis of air care market in India

Qualitative analysis of the major drivers and challenges impacting the market

Analysis of the competitive landscape and profiles of major players operating in the market

## **WHY BUY?**

Get a broad understanding of the air care market in India, the dynamics of the market, and current state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving growth in the market

Be informed regarding the key developments and investments made in the air care market in India

Understand major competitors' business strategies and market dynamics and respond accordingly to benefit from the market

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