

Air Care in Belgium

February 2024

Table of Contents

Air Care in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care suffers from products' perception as non-essential
Ambience and naturalness remain key category drivers
Reckitt Benckiser retains the lead thanks to strong portfolio

PROSPECTS AND OPPORTUNITIES

Growth to be curbed by waning demand for unnatural air care products
Naturalness trend to gather pace
Expansion of non-grocery channels

CATEGORY DATA

Table 1 - Sales of Air Care by Category: Value 2018-2023
Table 2 - Sales of Air Care by Category: % Value Growth 2018-2023
Table 3 - Sales of Air Care by Fragrance: Value Ranking 2021-2023
Table 4 - NBO Company Shares of Air Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Air Care: % Value 2020-2023
Table 6 - Forecast Sales of Air Care by Category: Value 2023-2028
Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Home Care in Belgium - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 8 - Households 2018-2023

MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023
Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Home Care: % Value 2019-2023
Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 14 - Distribution of Home Care by Format: % Value 2018-2023
Table 15 - Distribution of Home Care by Format and Category: % Value 2023
Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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