

Air Care in the United Kingdom

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care remains a positive performer in 2023, supported by hybrid working and the health and wellness trend

Air care remains a consolidated competitive landscape, but private label continues to make gains

Overarching fragrance trend increases demand for air care

PROSPECTS AND OPPORTUNITIES

Air care will maintain positive performance over the forecast period

Private label to intensify competition in air care in the forecast period

Products with health and wellness claims to see increasing demand

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 the United Kingdom - 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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