



Air Care in India

March 2024

Table of Contents

Air Care in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in air care remains strong on account of greater consumer awareness and improved reach
National companies lead and launch products at different price points
Spray/aerosol and gel air fresheners outperform other categories in the review period

PROSPECTS AND OPPORTUNITIES

Air care set to maintain a positive performance over the forecast period
Growing preference for air care products with natural ingredients and clean labels
Retail e-commerce expected to gain popularity as a distribution channel

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 India - 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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