

Air Care in Slovakia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care is performing quite well, thanks to healthy volume sales in liquid, electric, and candle air fresheners
Consumers' desire for home care ambiance fuels demand for air care
Selection of big names and private label present, while Power Air attracts attention with its luxury range for cars

PROSPECTS AND OPPORTUNITIES

A positive performance ahead, driven by modern formats and appealing scents
Liquid air fresheners tipped as an area to watch for new brands and products
Luxury car air fresheners tipped to attract more attention as the economy improves

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 Slovakia - 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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