

Air Care in Saudi Arabia

February 2024

Table of Contents

Air Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care struggles to recover from pandemic slump due to non-essential nature
Spray/aerosol remains dominant format of air care, driven by accessible pricing
International brands continue to dominate as new product development remains key

PROSPECTS AND OPPORTUNITIES

Positive outlook for air care as players look to innovate to drive up interest and value
Consumers expected to shift towards products with more natural image
E-commerce can help smaller, local brands gain greater visibility

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 Saudi Arabia - 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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