

# Air Care in Pakistan

February 2024

**Table of Contents** 

## Air Care in Pakistan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Air care benefits from the trend for new modern homes

Reckitt Benckiser focuses on innovation to add dynamism to Air Wick

King Chemical Corp leverages quality at affordable prices to lead the field

## PROSPECTS AND OPPORTUNITIES

Manufacturers are expected to maintain accessible price points to stimulate demand Electric air fresheners to gain traction among modern consumers and workplaces Increased car ownership to propel car air fresheners

## **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 NBO Company Shares of Air Care: % Value 2019-2023
- Table 4 LBN Brand Shares of Air Care: % Value 2020-2023
- Table 5 Forecast Sales of Air Care by Category: Value 2023-2028
- Table 6 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

# Home Care in Pakistan - 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 7 - Households 2018-2023

## MARKET DATA

- Table 8 Sales of Home Care by Category: Value 2018-2023
- Table 9 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 10 NBO Company Shares of Home Care: % Value 2019-2023
- Table 11 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 12 Distribution of Home Care by Format: % Value 2018-2023
- Table 13 Distribution of Home Care by Format and Category: % Value 2023
- Table 14 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 15 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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# **SOURCES**

Summary 1 - Research Sources

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