

# Air Care in France

February 2024

**Table of Contents** 

## Air Care in France - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Air care comes under pressure as consumers tighten their purse strings Candle air fresheners the standout category Multifunctional, natural and sustainable products continue to find an audience despite economic pressures

## PROSPECTS AND OPPORTUNITIES

Slow recovery predicted for air care as the category continues to face several challenges Candle air fresheners set to be the standout category Retail landscape presents new opportunities for private label and smaller players

#### 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 France - 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

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## SOURCES

Summary 1 - Research Sources

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