Air Care in Austria

January 2023

Table of Contents
Air Care in Austria - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Declining retail volume growth as many consumers focus on essential products
Alternative products to air care challenge growth in 2022
Botanica by Air Wick tries to establish itself in the premium range

PROSPECTS AND OPPORTUNITIES
Product innovation drives growth as players focus on household ambience
Entertaining guests in the household boosts demand for air care
Private label players are set to be rising competition for leading brands

CATEGORY DATA
Table 1 - Sales of Air Care by Category: Value 2017-2022
Table 2 - Sales of Air Care by Category: % Value Growth 2017-2022
Table 3 - Sales of Air Care by Fragrance: Value Ranking 2020-2022
Table 4 - NBO Company Shares of Air Care: % Value 2018-2022
Table 5 - LBN Brand Shares of Air Care: % Value 2019-2022
Table 6 - Forecast Sales of Air Care by Category: Value 2022-2027
Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2022-2027

Home Care in Austria - Industry Overview

EXECUTIVE SUMMARY
Home care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS
Table 8 - Households 2017-2022

MARKET DATA
Table 9 - Sales of Home Care by Category: Value 2017-2022
Table 10 - Sales of Home Care by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Home Care: % Value 2018-2022
Table 12 - LBN Brand Shares of Home Care: % Value 2019-2022
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2017-2022
Table 14 - Distribution of Home Care by Format: % Value 2017-2022
Table 15 - Distribution of Home Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Home Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research
spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/air-care-in-austria/report](http://www.euromonitor.com/air-care-in-austria/report).