



Euromonitor
International

Air Care in Saudi Arabia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premium Products Drive Sales with Unique Fragrances and Designs

Chart 2 - The 3-Wick Candles From Bath & Body Works Are Premium Quality with Exclusive Fragrance and Packaging

Spray/Aerosol Air Fresheners Remain the Largest Format Despite Growth in Alternatives

Private Label Gains Traction with Localised Offerings and Retail E-Commerce Growth

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Chart 6 - Analyst Insight for Air Care

Premium and Natural Products Are Expected to Drive Growth for Air Care

Candle and Car Air Fresheners Are Set to Drive Growth through Unique Fragrances and Premium Design

Chart 7 - Bath & Body Works Eucalyptus Spearmint Car Air Freshener in Eucalyptus Spearmint Scent

Retail E-Commerce and Local Preferences Are Set to Influence Performance

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Retain the Top Spots through Established Brands and Strong Distribution

Bath & Body Works Leads Growth with Premium and Wellness-Focused Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Lead Air Care Sales through Convenience and Affordable Ranges

Retail E-Commerce Gains Share with Convenience and Exclusive Promotions

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Air Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Air Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Saudi Arabia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth Is Driven by Rising Urbanisation and Changing Consumer Needs

Laundry Care Leads Value Sales through Convenience and Premium Appeal

Multifunctionality and Evolving Product Formats Influence Home Care

Chart 21 - Clorox Scentiva Multi Surface Spray Cleaner Japanese Spring Blossom Bleach Free

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Chart 25 - Analyst Insight for Home Care

Laundry Care Is Set to Lead Sales through Premium and Multifunctional Appeal

Changing Consumer Preferences and Localisation Are Set to Influence Innovation

Mood-Boosting Ingredients Are Set to Drive Demand in Home Care

Chart 26 - Windex Glass Cleaner Lavender

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Co and Modern Industries Co Lead with a Strong Focus on Essential Home Care Products

Competitors Gain Ground through Multifunctional Innovation

Chart 29 - Al Emlaq Super Gel Multipurpose Cleaner

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Sales through Convenience, Accessibility and Competitive Pricing

Retail E-Commerce Gains Traction through Rising Internet Penetration and the Growing Demand for Convenience

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-saudi-arabia/report.