Euromonitor International

Air Care in North Macedonia

April 2026

Table of Contents

Air Care in North Macedonia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Consumer Shift Towards Wellness-Focused Products Boosts Air Care Sales
Chart 2 - Avaks Launches Wellness-Inspired Air Fresheners for Everyday Use in North Macedonia
Spray/Aerosol Air Fresheners Exhibit Dynamic Growth, Driven by Mood-Boosting Ingredients
Demand for Sustainable Practices Drives Innovation in Air Care
Chart 3 - Value Sales 2020-2030
Chart 4 - Volume Sales 2020-2030
Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability Expected to Drive Growth in Air Care through Eco-Friendly Innovations
Wellness-Focused Fragrances Set to Gain Traction
Smart Air Care Devices Anticipated to Emerge as a Key Opportunity
Chart 6 - Forecast Value Sales 2020-2030
Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Strong Brand Presence
Chart 8 - Company Shares 2025
Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Leads Air Care Sales through Wide Product Variety
Retail E-Commerce Emerges as Fastest Growing Channel with Urban Appeal
Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Air Care
Chart 12 - Real GDP Growth 2020-2030
Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Air Care
Chart 15 - Population 2020-2030
Chart 16 - Consumer Expenditure 2020-2030
Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Manufacturers Continue Innovating to Align with Eu?Regulatory Standards
Laundry Care Dominates Home Care Sales, While Health and Wellness Trends Gain Traction
Chart 19 - Dettol Launches Bleach-Free Surface Cleaner Targeting Health-Conscious Macedonian Homes
Consumer Demand for Convenience and Sustainability Drives Product Innovation in Home Care
Chart 20 - Value Sales 2020-2030
Chart 21 - Volume Sales 2020-2030
Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Alignment with Eu?Sustainability Standards Set to Shape Future Growth in Home Care
Laundry Care Expected to Maintain Dominance, While Demand for Convenience Is Set to Drive Product Innovation
Increasing Demand for Health and Wellness Expected to Reshape Brand Transparency
Chart 23 - Analyst Insight for Home Care
Chart 24 - Forecast Value Sales 2020-2030
Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Henkel Ag & Co Kgaa Maintain Leading Positions
Chart 26 - Company Shares 2025
Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets Remains the Leading Channel, Driven by In-Store Promotions
Retail E-Commerce Emerges as Fastest Growing Channel
Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care
Chart 30 - Real GDP Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care
Chart 33 - Population 2020-2030
Chart 34 - Consumer Expenditure 2020-2030
Chart 35 - 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-north-macedonia/report.