

# Air Care in the US

March 2025

**Table of Contents** 

# Air Care in the US - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Air care declines in 2024, amidst economic pressures and shifting consumer priorities

Bath & Body Works dominates air care, despite sales pressures

From odour control to luxury scents: Cannabis sparks innovation in air care

## PROSPECTS AND OPPORTUNITIES

Candle air fresheners poised for a comeback as they remain a cornerstone of the category Retail e-commerce will continue to grow, despite consumers returning to pre-pandemic routines

Fragrance-inspired air care set to grow in the forecast period

#### **CATEGORY DATA**

- Table 1 Sales of Air Care by Category: Value 2019-2024
- Table 2 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 3 Sales of Air Care by Fragrance: Value Ranking 2022-2024
- Table 4 NBO Company Shares of Air Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 6 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 7 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

# Home Care in the US - Industry Overview

## **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

## MARKET INDICATORS

Table 8 - Households 2019-2024

# MARKET DATA

- Table 9 Sales of Home Care by Category: Value 2019-2024
- Table 10 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 Distribution of Home Care by Format: % Value 2019-2024
- Table 15 Distribution of Home Care by Format and Category: % Value 2024
- Table 16 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

#### 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-the-us/report.