



Euromonitor  
International

# Air Care in Spain

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Candle air fresheners as fastest segment within air care in 2024  
Fragrance premiumisation remains strong throughout category  
Private label dominates spray/aerosol air fresheners

PROSPECTS AND OPPORTUNITIES

Candle air fresheners will rise robustly during forecast period  
Further growth expected for e-commerce channel, while category products take on greater role in consumers' lives and homes  
Private label to see greater expansion within budget-friendly segments as sustainability becomes more important across all price points

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DISCLAIMER

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