



Euromonitor  
International

# Air Care in the United Kingdom

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and value growth for air care in 2024  
Candle air fresheners performs well, given links to health and wellness  
The leading brands in air care remain unchanged in 2024

PROSPECTS AND OPPORTUNITIES

Volume growth rates for air care will flatten off across the forecast period  
Fragrance-led innovation born from the desire to create a relaxing and stress-free home environment  
Supermarkets and hypermarkets will remain important distribution channels for air care products

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 United Kingdom - 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-united-kingdom/report](http://www.euromonitor.com/air-care-in-the-united-kingdom/report).