

A YEAR OF INNOVATION IN AIRCARE, 2020

Consumers are increasingly scrutinising ingredients and looking for more natural aircare products that complement their lifestyle needs.



Mikolaj Kaczorowski,
Innovation Analyst



Report Content

- Global opportunities
- Our pick of the most innovative launches in this review
- Aircare meets Mintel Trends

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- The opportunities: EMEA
- EMEA retail market overview: aircare, 2020

Europe: creating a more holistic aircare product

- Aircare needs to cater to consumers emotional needs
- Brands deliver emotional benefits with functional fragrances
- Botanical and herbal claims growth highlights a move to more natural aircare products
- Brands are increasingly using botanical and herbal claims to highlight a more natural aircare product
- All natural aircare is significantly more niche
- Includes matches which are impregnated with seeds

Europe: odour control and fragrance innovation

- Tackling odour remains a primary purchase driver in aircare
- Beauty and petcare brands expand into the aircare category
- Novel scents can keep consumers engaged

Middle East & Africa

- Aircare in MEA is dominated by aerosols
- Aerosols dominate aircare NPD in the Middle East and Africa
- Brands offer odour neutralising aircare in a variety of formats

ASIA PACIFIC (APAC)

- The opportunities: APAC
- APAC retail market overview: aircare, 2020

Asia Pacific: functional claims drive aircare

- Odour control is a significant purchase driver, but launch activity is shrinking
 - Graph 1: odour neutralising claim as a % of NPD in aircare, April 2019-March 2020
- Combatting bad odours in the home
- Tackling airborne odours and bacteria

A year of innovation in aircare, 2020

- Consumers are seeking aromatherapeutic properties from their aircare

APAC: keeping consumers engaged with aircare

- Floral fragrances dominate aircare launch activity
 - Graph 2: top 5 fragrance component groups as a % of NPD in aircare, April 2019-Mar 2020
 - Graph 3: percentage point change of top 5 fragrance component groups, April 2015-Mar 2016 vs April 2019-Mar 2020
- Innovative fragrances can drive interest
- Keeping aircare interesting with a diverse range of formats
- Character inspired design, florist and celebrity created fragrances can inspire purchase

THE AMERICAS

- The opportunities: The Americas
- Americas retail market overview: aircare, 2020

North America: tackling odour

- Eliminating bad odours is a primary purchase driver for aircare
- Odour neutralisation is a key aircare purchase driver
- Tackling odours with bacteria

North America: aircare ingredients in focus

- Aircare users are increasingly looking for products with fewer and safer ingredients
- Younger aircare users look to essential oils for their naturalness and health benefits
- Essential oils appear in a variety of aircare formats
- Reclaimed bottle helps to reduce the environmental impact of aircare
- Premium aircare can appeal as a gift, or add a touch of luxury to the home

Latin America: floral and functional

- Floral and nature-inspired fragrances dominate
 - Graph 4: top 5 fragrance component groups as a % of aircare NPD, April 2019-March 2020
- Floral scents drive aircare innovation in Latin America
- Brands promote aromatherapeutic benefits
- Antibacterial claims are significant in Latin America

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

| | |
|-----------|---------------------|
| UK | +44 (0)20 7778 7155 |
| US | +1 (312) 932 0600 |
| Australia | +61 (0)2 8284 8100 |
| China | +86 (21) 6386 6609 |
| India | +91 22 4090 7217 |
| Japan | +81 (3) 6228 6595 |
| Singapore | +65 (0)6 818 9850 |