

THE FUTURE OF AIRCARE: 2020

Global annual review: what's now and what's next for the aircare market.



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Report Content



- What's in the report
- Mintel perspective

IMMEDIATE FUTURE: NEXT TWO YEARS

Support health with aircare

- Mintel recommends
- Promote good bacteria
- Promote good bacteria
- Bacterial players in the probiotic aircare space
- Customize to homes' unique microbiomes
- Influence mood with scent
- Deliver emotional benefits with functional fragrance
- Build on mood-boosting scent innovations
- Portable formats continue to evolve to meet consumers where they are
- Evolve with consumer needs
- Address global health needs, from falling asleep to waking up
- Promote wellness from within via aromatherapy
- Offer spiritual wellness and healing from within
- Integrate active beauty into aircare

Take a new approach to "natural"

- Mintel recommends
- Accessibility means more informed consumers
- Leading players will become more exposed
- Meet demand for natural, clean and safe
- Move with the evolution of clean
- Move with the evolution of clean
- Increased ingredient focus drives clean interests
 - Graph 1: % of launches with environmentally friendly, free-from and no additives/preservative claims, Oct 2016-Sep 2019
- Natural is not synonymous with safer
- Nor is natural sustainable
- Utilize "nature-identical" ingredients
 - Graph 2: willingness to use household products containing ingredients created by scientists that are identical to ones found in nature, 2019

PLANNING AHEAD: NEXT FIVE YEARS

Make zero waste and sustainability a must

- Mintel recommends
- Make ethical responsibility a focal point
- Adopt greater responsibility
- Educate on glass and alternative packaging
- Design packaging for a second life
- Implement reusable refillables
- Meet consumers' sustainability demands
- Use resources consciously and ethically, from supply chain to manufacturing
- Brands in action: neutralizing demand on nature and giving back to those in need

Tap into technology

- Mintel recommends
- Provide new formats and scent diffusion experiences
- Deliver on customization and scent creation interests
- Leverage big data for scent personalization
- Address clean air concerns
- Address clean air concerns
- Create portable solutions for pure air
- Smart homes will usher in smarter home scents
- "Smart" home fragrance

FOUR WINNING STRATEGIES FOR THE FUTURE

- Four winning strategies for the future

MARKET OVERVIEW: KEY DATA AND INTERPRETATION

- Global review and markets to watch
- US leads global aircare sales in 2020
- US leads global aircare sales in 2020
- India and South Korea experience the fastest growth
- India on track for future growth
- Americans spend the most on aircare
- NPD trends: eco-focused claims populate top five
- Leading NPD claims

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