

THE FUTURE OF AIRCARE: 2023

Evolving to a world in crisis forces a focus on value, demanding more efficient and enjoyable scent routines, while technological advances will pave the way for change in the category.



Rebecca Watters,
Associate Director of
Household & Health



Report Content



WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

Drive perceptions of value

- Usage habits adjust in cost-conscious times
- Tap into rising demand for value in aircare
- Associate quality with value
- Highlight performance benefits as value drivers
- Create long-lasting benefits via technology
- Incentivize via bundling or formats to help consumers save
- Alternatives for those trading down
- Refillables can drive value and loyalty
- Collaborate to elevate and build emotional stock

Modernize aircare to break barriers

- Address barriers to participation
- Formulate for those with scent-sitivities
- Help those struggling with impaired olfaction
- Tap technology for hyper-personalized curation
- Leverage scientific studies on the impact of scent on wellness
- Science lends credence to wellbeing claims
- Address declining participation with age
- Become an ally in managing menopausal stages

Reframe routines as opportunities for exploration

- The cost-of-living crisis further elevates the need for comforting scents
- Financial lockdowns create craving for out-of-home experiences
- Create nostalgia through transporting users
- Position aircare as "life perfume" and connect to key moments
- Embrace beauty for greater multifunctional potential
- Help get the most out of liminal space

The Future of Aircare: 2023

- Inject fun, excitement and comfort into routines to build deeper meaning
- Strategic partnerships can help establish new scent routines
- Establish new routines by supporting aspirations
- Change the way scent is experienced

IN THE NEXT FIVE YEARS AND BEYOND

Tech will unlock new opportunities to engage and adapt

- Invest in emerging tech strategically
- The metaverse will merge community and commerce, bringing customers into creation
- Use the emergence of the digital scent space to the brand's advantage
- Embrace science and technology to drive sustainability
- Educate and guide on ingredient scarcity
- Microbial fragrance will reduce reliance on natural resources
- Preservation will be crucial to compete

KEY TAKEAWAYS

- Key takeaways

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