

# THE FUTURE OF AIRCARE & PEST CONTROL: 2019

Global annual review: what's now and what's next for aircare and pest control markets.



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# Report Content



- What's in this report
- Mintel's synopsis

## IMMEDIATE FUTURE: THE NEXT TWO YEARS

### 1. Brands build momentum around health and wellness

- Mintel recommends
- Aromatherapy supports range of health needs
  - Graph 1: aircare NPD with aromatherapy claims, by type of benefit, 2018
- Aircare supports modern day lifestyles
- Home aircare tackles sleep deprivation
- Greater focus on cognitive health
- Aromatherapy supports age-related mental illness
- Application of aromatherapy to support cognitive health
- Mindfulness is a balancing act
- Mental balance is important
- Ranges designed for body and mind
- Aromatherapy is an unmet insect repellent opportunity
- Combining insect repellents with aromatherapy
- Aromatherapy goes outside of the home
- Feel good aircare on-the-go

### 2. Niche groups have greater need for air and pest products

- Mintel recommends
- Tap into parents' air quality concerns
- Parents voice air quality concerns
- Air purifiers for babies
- Rabbit Air targets parents
- Pest control for children
- Personal insect repellents are most likely to be child-friendly
  - Graph 2: children's products as a % of pest control and personal insect repellent NPD, by sector, Dec 2017-Nov 2018
- Pest control with untapped market opportunities
- Pet owners are a growing consumer group
- Aircare helps mitigate odors from pets and children
- Odor-neutralizing, pet-safe aircare

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- Pets' mental wellbeing expands aromatherapy opportunities
  - Graph 3: Attitudes toward pet health, 2018
- Aromatherapy helps pets in many ways
- Provide a safe haven for the whole family, including 'furry babies'
- Air purifiers tackle pet dander, hair

## 3. Aircare and pest control automation

- Mintel recommends
- Providing greater control over customization
- Controlled and customized aircare holds global appeal
- Voice-control helps bridge the digital divide
- Big things ahead for digital voice assistants
- Premium aircare will evolve around automation and voice control
- Consumers look for automated and portable insect control
- GoodAire mobile-controlled automated air purification and insect repellent
- Home automation to drive air monitoring capabilities
- Help consumers be air aware

## PLANNING AHEAD: THE NEXT FIVE YEARS

### 4. Greater transparency and safety

- Mintel recommends
- Ingredient concerns impacting aircare usage
- Chemical concerns universal
- Free-from claims on the rise in aircare
- Changing use of scent to battle odor
- Lightly scented to scent-free aircare
- Odorless pest control
- Natural ingredients could create safer image
- Get it from nature
- All-natural pest control products
- Clean labeling ushers in greater transparency
- Transparency demands in aircare...
- ...and in pest control

### 5. Create new aircare experiences

- Mintel recommends
- Redesign aircare for self-care
- From hygge to lagom

- Aircare to enhance the everyday
- Scents to complement and accent food and drink
- Aircare to enhance special occasions
- Look to beauty category for unique collaborations
- The sound of scents
- Light & Scent

## 6. E-commerce and digitalization of aircare and pest control sales

- Mintel recommends
- Online purchasing destined for growth
- Change the online shopping experience
- How to encourage more online grocery shopping
- Pure-online-marketers go 'off-line'
- Naturally Creative personalised aromatherapy
- Alfresco: the insect repellent you want to wear
- Online changes the way we buy
- Amazon Alexa becomes the new family member
- Packaging requirements are changing
- eSmart by Smurfit Kappa

## MARKET OVERVIEW

- Global aircare retail sales
- Global retail sales of aircare products
- Largest aircare markets
- Largest aircare markets
- Aircare markets to watch
- Fast and slow growth aircare markets
- Aircare spending
- Botanical claims have growing presence in aircare
- Top 10 aircare claims
  - Graph 4: Global launches of aircare products by top 10 claims\*, Dec 2017-Nov 2018
- Global pest control retail sales
- Global retail sales of pest control products
- Leading pest control product markets
- Leading pest control product markets
- Pest control product markets to watch
- Fastest and slowest growing pest control markets
- Pest control per capita spend

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- Pest control product positioning
- Top 10 pest control product claims
  - Graph 5: Global launches of pest control products by top 10 claims\*, Dec 2017–Nov 2018

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