



# Air Care in Thailand

February 2024

Table of Contents

## Air Care in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising unit prices hamper growth amongst lower-income consumers

Higher prices drive volume decline for electric air fresheners

Diffusers – both diffuser aroma machines and reed diffusers – see increasing popularity

#### PROSPECTS AND OPPORTUNITIES

Mixed fortunes expected for car air fresheners

Diffusers set to hamper growth for traditional air care solutions

Natural ingredients and relaxing, aromatic scents likely to remain key trends

#### CATEGORY DATA

Table 1 - Sales of Air Care by Category: Value 2018-2023

Table 2 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 4 - NBO Company Shares of Air Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 6 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 7 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## Home Care in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 8 - Households 2018-2023

### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023

Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 - Distribution of Home Care by Format: % Value 2018-2023

Table 15 - Distribution of Home Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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