



Euromonitor  
International

# Air Care in Pakistan

February 2024

Table of Contents

## Air Care in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care benefits from the trend for new modern homes  
Reckitt Benckiser focuses on innovation to add dynamism to Air Wick  
King Chemical Corp leverages quality at affordable prices to lead the field

#### PROSPECTS AND OPPORTUNITIES

Manufacturers are expected to maintain accessible price points to stimulate demand  
Electric air fresheners to gain traction among modern consumers and workplaces  
Increased car ownership to propel car air fresheners

#### 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 - NBO Company Shares of Air Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Air Care: % Value 2020-2023  
Table 5 - Forecast Sales of Air Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## Home Care in Pakistan - 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 7 - Households 2018-2023

### MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023  
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 12 - Distribution of Home Care by Format: % Value 2018-2023  
Table 13 - Distribution of Home Care by Format and Category: % Value 2023  
Table 14 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 15 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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