

# Indian Air Care Market latest trends, forecast and market analysis

*Market Research Report on Indian Air Care Market*

RAIPUR, CHHATTISGARH, INDIA,  
November 6, 2017 /EINPresswire.com/  
--

Report Sellers has added a new market research report "[Air Care Market in India 2017](#)" to its offerings. The report is an in-depth market study providing accurate market insights including the latest trends, forecast, competitive insights, etc.

The growing awareness coupled with increasing income among urban consumers to be one of the key reasons for the growth of the sector. Though the Indian air care category is still nascent with low penetration and involvement, the rising disposable income has enabled higher out of pocket expenditure on FMCG products by the Indian consumers. Growth in the awareness regarding benefits of air fresheners and the need to maintain a clean environment is further leading to increased demand for air care products. Car fresheners dominate the air care market followed by home and bathroom fresheners.

However, challenges associated with retailing of air care products are hampering the growth of the segment. Consumers who are aware of the presence of toxic ingredients in various air care products are generally averse to using these products, which hinders the growth of the market. Despite these challenges, the air care market is expected to grow over the next five years and exhibit a strong CAGR as the market has started to evolve with brands introducing innovations in products and aggressively promoting their offerings through target-specific marketing campaigns for urban consumers of the country. Dabur has a long established leadership in air

The logo for Report Sellers, featuring the word "REPORT" in blue and "SELLERS" in yellow, with a stylized yellow circle containing a white 'S' shape between them.

India Air Care Market Research Report

care under its brand Odonil which has continued to enjoy huge popularity among consumers for years.

Browse through the complete description and in-depth TOC on “India Air Care Market”  
<https://www.reportsellers.com/market-research-report/Air-Care-Market-in-India-2017>

#### Report Scope:

- Global air care market overview and forecasted market size data in terms of value over FY 2014 to FY 2020
- Overview of the air care market in India and forecasted market size data in terms of value over FY 2015 to FY 2020
- Trade analysis of air care market in India
- Qualitative analysis of the major drivers and challenges impacting the market
- Analysis of the competitive landscape and profiles of major players operating in the market

#### Reasons to buy:

- Get a broad understanding of the air care market in India, the dynamics of the market, and current state of the sector
- Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving growth in the market
- Be informed regarding the key developments and investments made in the air care market in India
- Understand major competitors' business strategies and market dynamics and respond accordingly to benefit from the market

#### Companies Mentioned

##### Public Companies

1. Dabur India Ltd.
2. Godrej Consumer Products Ltd.

##### Private Companies

3. Henkel Adhesives Technologies India Pvt. Ltd.
4. J.K. Helene Curtis Ltd.
5. Midas Care Pharmaceuticals Pvt. Ltd.
6. Procter & Gamble Home Products Pvt. Ltd.
7. Reckitt Benckiser (India) Pvt. Ltd.
8. S. C. Johnson Products Pvt. Ltd.

Request Sample here: <https://www.reportsellers.com/market-research-report/Air-Care-Market-in-India-2017>

We have a large number of reports in other healthcare Industry which can be accessed through the following link:

<https://www.reportsellers.com/category/healthcare-market-research-report/>

### [About Report Sellers](#)

Report Sellers is a premium [market research service provider](#) offering market reports in varied sectors. We have a team of experienced analysts and publishers who continuously track the latest trends in different industries.

Report Sellers is a brand of global repute and offers the best suited research services to its clients globally in the most satisfying manner. We have a strong network of industry experts who have successfully delivered complex research assignments in niche and top markets.

For any research requirement, drop an enquiry at <https://www.reportsellers.com/contact-us> or send us email at [sales@reportsellers.com](mailto:sales@reportsellers.com)

Aditya Joshi  
Report Sellers  
+1-214-396-2385  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/413941754>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.