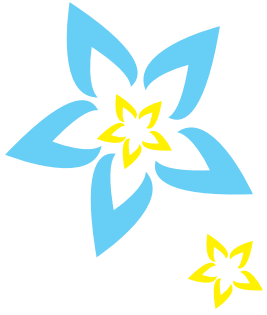




# Aircare Review & Trend Collection 2013/2014

Presented By  
Ungerer Ltd

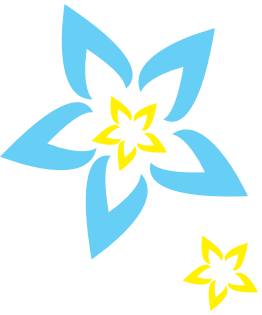




# Introduction

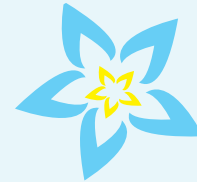
Welcome to **Ungerer Limited's Aircare Category Review**. This review will assess the current marketplace, highlight market factors and influences in product innovations and new launches, and introduce our 5 key Interior Fragrance Trend Collections to inspire and enhance your brand in 2013-2014.





# Overview

## >> Where is the Aircare Market today?



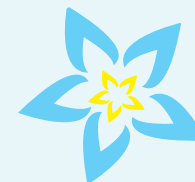
Market growth, 2011-2012, takes the total value sales to an estimated **£439 million**.



Although sales had been suffering as a result of consumers cutting back on **non-essential spending**, the market has been positively impacted by a strong and steady stream of **new product development**, with the choice of product types and fragrance variants being regularly updated.



During 2011, the market picked up strongly, growing **6%** year on year. Sales benefited from the strong NPD and the market shifts in the popularity of products within the category as **scented candles** overtake aerosols



**Innovation** adds value, along with declining inflation allowing 2012 to reduce the gap between the change in value and unit shares.