

UNGERER LIMITED

CAR CARE

Market Review & Fragrance
Collection **2020/21**





Welcome to..

UNGERER LIMITED'S

latest insight into the Global Car Care Market

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Introduction

This review assesses the current car care market, highlighting key influences and products, in addition to introducing our fragrance collection for 2020/21.

Credible sources, including Research And Markets and WGSN, were also used.

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE

WGSN[^]
BY ASCENTIAL



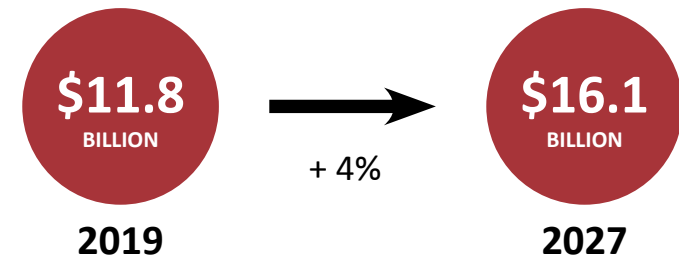
Overview

In 2019, the global car care product market was worth \$11.8 billion (£9.76bn*) and it is expected to grow at a CAGR of 4% to \$16.1 billion (£13.32bn*) by 2027.

Cleaning and caring products are expected to be the fastest growing segment, driven by demand for both exterior and interior cleaning products.

Innovative product ranges are appearing on the shelves, and new types of chemical compositions are being introduced.

The growth of the cleaning segment is driven by multi-purpose, user friendly products available at competitive price points.



SOURCE: Research And Markets - "Car Care Products Market by Product Type - Global Forecast to 2027" | July 2019

* based on conversion rate of 0.82 taken from xe.com [18.03.20]





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