



Euromonitor
International

Air Care in Dominican Republic

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Strong Growth Driven by Economic Expansion and Sensory Sensitivity

Spray/Aerosol Air Fresheners Dominates, Electric Air Fresheners Grows

Chart 2 - Casa Líder Offers Affordable Solutions

Private Label Disruption and Mood-Boosting Ingredients Shape Market

Chart 3 - Air Wick Links Scents With Moods

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Seek Personalised Fragrance Solutions and Wellbeing

Spray/Aerosol Air Fresheners Remains Dominant, Electric Air Fresheners Grows

Chart 7 - Analyst Insight for Air Care

Private Label and Specialised Products to Shape Future

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson Dominican Republic C X a Leads Air Care with Diverse Portfolio

Stable Environment Provides Opportunities for Innovation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Air Care Distribution

Retail E-Commerce Grows Steadily Despite Small Market Share

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Air Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Air Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Dominican Republic - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Increased Awareness of Hygiene and Scented Products Drives Sales in Home Care

Chart 21 - Fabuloso's Sensation Disinfectant Line

Mood-Boosting Scents Impact Almost All Home Care Categories

Private Label Lines Gain Traction with Quality-Driven Products

Chart 22 - Private Label Line, Líder

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Healthcare Habits to Drive Home Care Growth

Laundry Care Dominates Market Share with Continued Growth

Chart 26 - Analyst Insight for Home Care

Increasing Demand for Scented Products Shapes the Market

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

César Iglesias Maintains Lead with Affordable Brands

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Dominant Distribution with Strong Social Implications

Retail E-Commerce Grows Slowly Supermarket Chains Leading

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/air-care-in-dominican-republic/report.