



Air Care in the United Arab Emirates

April 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

Premium Lines Drive Value Growth Amidst Flat Volumes

Chart 2 - Air Wick Launches Luxury Essential Mist Range for Uae'S Premium Home Fragrance Market
Spray/Aerosol Air Fresheners Dominates, Electric and Personalised Options Grow

Chart 3 - Febreze Unstoppables 3Volution Alternates Three Scents to Refresh Environment

Chart 4 - Value Sales of Air Care 2020-2030

Chart 5 - Volume Sales of Air Care 2020-2030

Chart 6 - Value Sales of Air Care Category 2025

WHAT'S NEXT?

Rising Demand for Premium Solutions

Competition for Major Players to Stem From Private Label and Dtc Brands

Chart 7 - Analyst Insight for Air Care

E-Commerce and Technology to Drive Retail Evolution

Chart 8 - Forecast Value Sales of Air Care 2020-2030

Chart 9 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Sustain Positions through Innovation

Chart 10 - Company Shares of Air Care 2025

Chart 11 - Brand Shares of Air Care 2025

CHANNELS

Supermarkets and Hypermarkets Lead Air Care Sales through Wide Distribution

Retail E-Commerce Gains Share with Convenience and Variety

Chart 12 - Retail Channels for Air Care 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 the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Format Diversification and Convenience-Driven Innovation Drive Home Care Sales

Chart 21 - Smac Furniture Polish Spray Gains Visibility through Uae E-Commerce Platforms

Health and Hygiene Remain Top Priorities for Families

Chart 22 - Dettol Strengthens Health-Led Positioning with Power & Fresh Multi-Purpose Cleaner

Multifunctionality Emerges as Key Trend

Chart 23 - Finish "All in One" Tablets Highlight Multifunctionality in Dishwashing

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Convenience and Rising Incomes to Shape the Future Growth of Home Care

Value-Driven Consumption and Competitive Pricing Will Remain Important

Chart 27 - Analyst Insight for Home Care

Digital Convenience Set to Increase Adoption of Online Subscriptions

Chart 28 - Forecast Value Sales of Home Care 2020-2030

Chart 29 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Sustain Dominance through Brand Trust

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Dominates Distribution, Driven by Hypermarkets

Retail E-Commerce Gains Traction in Home Care Sales

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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-the-united-arab-emirates/report.