



Air Care in Taiwan

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

Farcent and Cocodor Drive Premium and Sustainable Air Care Solutions

Chart 2 - Farcent Launches New Odor Eliminating Spray Range Supporting the Health and Wellness Trend

Spray and Aerosol Formats Dominate Air Care Sales

Sustainability Drives Growth in Liquid Air Fresheners

Chart 3 - Cocodor Expands Premium Range with Black Edition Diffuser Launch

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 by Category 2025

WHAT'S NEXT?

Farcent and Cocodor Lead Sustainable and Premium Air Care

Liquid Air Fresheners Lead Growth with Sustainable Innovations

Sustainability and Personalisation Drive Future Air Care Trends

Chart 7 - Forecast Value Sales of Air Care 2020-2030

Chart 8 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Farcent and Cocodor Consolidate Market Share through Innovation

Chart 9 - Analyst Insight for Air Care

Chart 10 - Cocodor Launches Eco-Friendly Refill System to Support Sustainability in Air Care

Aromate Emerges as a Strong Competitor through Sustainability

Chart 11 - Company Shares of Air Care 2025

Chart 12 - Brand Shares of Air Care 2025

CHANNELS

Retail E-Commerce Emerges as Leading Distribution Channel Driven by Convenience

Retail E-Commerce Experiences Significant Growth Due to Consumer Convenience

Sustainability and Premiumisation Drive Trends in Distribution Channels

Chart 13 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Air Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Air Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Sustainability and Health Trends Drive Sales Growth

Laundry Care Dominates Market Share with Evolving Formats

Sustainability Drives Innovation and Consumer Behaviour

Chart 22 - Taiwan Deploys Smart Refill Stations for Plastic-Free Detergent Dispensing

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Eco-Friendly Products and Multifunctionality Drive Future Growth

Laundry Care Remains Largest Subcategory with Stable Demand

Sustainability and Health Trends Shape Future Business Strategies

Chart 26 - Forecast Value Sales of Home Care 2020-2030

Chart 27 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Brands Maintain Lead through Innovation and Distribution

Reckitt's Divestment Reshapes Competitive Landscape

Sustainable and Health-Focused Innovations Drive Growth

Chart 28 - Clorox Ecoclean Launches Plant-Based Surface Cleaners in Taiwan

Innovative Formats and Distribution Channels Enhance Convenience

Chart 29 - Goodscare Expands Gc Clean! Mini Dishwasher Tabs into Taiwan Retail in 2025

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Lead, E-Commerce Gains Traction

Non-Grocery Etailers and E-Commerce Drive Change

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-taiwan/report.