



Air Care in Spain

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Brands Drive Sales with Luxury Offerings

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premium Brands Drive Sales with Luxury Offerings

Loewe Perfumes and Esencias Moles Lead with Innovative Products

Chart 2 - Loewe's New Premium Palo Santo Collection

Sustainability Becomes Key Driver in Product Development

Chart 3 - Value Sales of Air Care 2020-2030

Chart 4 - Volume Sales of Air Care 2020-2030

Chart 5 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Luxury Brands and Sustainability to Drive Future Growth

Concentrated Liquid Air Fresheners and Candle Air Fresheners Lead Growth

Private Label Expansion and Sustainability to Reshape the Competitive Landscape

Chart 6 - Forecast Value Sales of Air Care 2020-2030

Chart 7 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Remains the Leading Branded Player, with Private Label a Strong Presence

Chart 8 - Analyst Insight for Air Care

New Launches From Loewe Perfumes and Esencias Moles

Strategic Mergers and Acquisitions Reshape Competitive Dynamics

Chart 9 - Company Shares of Air Care 2025

Chart 10 - Brand Shares of Air Care 2025

Chart 11 - Esencias Moles Boosts the Mood with Gourmand Air Care Boom

CHANNELS

Grocery Retailers Dominate Air Care Sales with Their Strong Presence

Retail E-Commerce Gains Traction in Premium Air Care Segment

Specialised Brands Drive Growth through Direct-To-Consumer Models

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

EXECUTIVE SUMMARY

Endemic Biotech and Yaselicor Lead Sustainable Packaging Shift

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Endemic Biotech and Yaselicor Lead Sustainable Packaging Shift

Sustainability Drives Innovation and Consumer Loyalty

Chart 21 - Endemic Biotech Extends Its Zero Waste Product Line

Private Label and Dtc Brands Reshaping the Competitive Landscape

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Dry Formats and Dtc Brands Expected to Drive Sustainable Growth

Chart 25 - Analyst Insight for Home Care

Laundry Care Will Maintain Its Leading Position, Boosted by Evolving Formats

Sustainability and Convenience to Drive Innovation and Growth

Chart 26 - Yaselicor, an Example of 100% Sustainable Cleaning in the Retail

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Mercadona Lead Thanks to Their Diversified Portfolios

Sustainable Innovations and Private Label Reshape Market Dynamics

Chart 29 - Flopp Dtc Brand Secures New Investment Round to Accelerate Growth

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Dominate Home Care Sales in Spain

Retail E-Commerce Gains Traction in Niche and Premium Segments

Emerging Trends and Future Outlook

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-spain/report.