



Euromonitor
International

Air Care in Pakistan

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 Scents Drive Sales through Emotional Connections

Chart 2 - Products That Look Premium

Candle Fresheners Gain Popularity through Social Media

Chart 3 - Air Care Growth in Pakistan

Private Label Products Disrupt Traditional Market Dynamics

Chart 4 - Different Privately Launching Different Brands in Pakistan

Chart 5 - Value Sales of Air Care 2020-2030

Chart 6 - Volume Sales of Air Care 2020-2030

Chart 7 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Premiumisation to Drive Air Care Growth

Spray/Aerosol Air Fresheners to Remain Dominant, Electric Air Fresheners to Grow Rapidly

Chart 8 - Analyst Insight for Air Care

Local Brands and Private Label Products to Shape Competitive Landscape

Chart 9 - Forecast Value Sales of Air Care 2020-2030

Chart 10 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Consistent Performance

Chart 11 - Company Shares of Air Care 2025

Chart 12 - Brand Shares of Air Care 2025

CHANNELS

Grocery Retailers Lead Air Care Sales in Pakistan

Retail E-Commerce Gains Traction with Convenience and Variety

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

[Home Care in Pakistan - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Market Growth Drive Shift to Lower-Tier Brands

Chart 22 - Intiaz, Carrefour, Al Fatah All Have Produced Their Own Products Targeting More Affordable Options

Laundry Care Drives Sales of Private Label Products

Health Concerns Boost Demand, Driven by Global Brand Presence

Chart 23 - Increasing Brand Awareness Towards Cleanliness and Germ Protection

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?

Growth in Established Brands Expected as Boycott Sentiment Dissipates

Laundry Care and Polishes to Maintain Lead

Chart 27 - Analyst Insight for Home Care

Market Recovery Expected to Drive Growth in Home Care

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 Companies Dominate Sales with Strong Brand Presence

Brand Activities and Marketing Efforts Drive Growth

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Small Grocers Lead Home Care Sales with Wide Presence

Retail E-Commerce Grows Rapidly with Convenience and Discounts

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-pakistan/report.