



Euromonitor
International

Air Care in Jordan

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

Stable Growth Driven by Multipurpose and Premium Solutions

Spray/Aerosol Air Fresheners Dominate, Electric and Car Air Fresheners See Dynamic Growth

Mood-Boosting Ingredients Drive Innovation and Growth

Chart 2 - Wales Launches Air Freshener with Concentrated Pine Extract

Chart 3 - Analyst Insight for Air Care

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands and Premiumisation to Drive Future Growth

Spray/Aerosol Air Fresheners Will Remain Dominant

Mood-Boosting Ingredients and Multipurpose Products to Shape the Future

Chart 7 - Loyal Introduces Tobacco Odor Eliminator Candle Air Freshner

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Concentration and Competitive Dynamics in Air Care

Multipurpose Functionality Gains Traction

Chart 10 - Wales Introduced Multi Purpose Air Freshner

Reckitt Sells Air Wick Brand

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Air Care Distribution Thanks to Their Strong Presence

Retail E-Commerce Grows Steadily, Driven by Convenience and Variety

Multipurpose Products and Premiumisation Drive Channel Trends

Chart 13 - Retail Channels 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

Local Brands Drive Stable Growth through Innovation

Bono and Chicco Lead Innovation in Key Categories

Chart 22 - Bono Launches Gel Format Multifunctional Cleaner

Health and Wellness Trend Drives Premiumisation and Innovation

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands and Innovation Drive Growth in Home Care

Laundry Care Will Remain the Largest Category with Steady Growth

Surface Care Drives Growth with Innovative Product Formats

Chart 26 - Analyst Insight for Home Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Grip through Innovation and Pricing

Mood-Boosting Ingredients Enhance Consumer Experience

Chart 29 - Lenol Revamps General Disinfectant with Three Perfumed Variant

Brands Innovate with Health and Wellness-Focused Products

Chart 30 - Chicco Launches Hygienizing Laundry Detergent for Child and Family Clothes

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Home Care Distribution

E-Commerce Gains Traction with Urban Consumers

E-Commerce Platforms Drive Change in Urban Areas

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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-jordan/report.