

Air Care in India

March 2024

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Air Care in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in air care remains strong on account of greater consumer awareness and improved reach

National companies lead and launch products at different price points

Spray/aerosol and gel air fresheners outperform other categories in the review period

PROSPECTS AND OPPORTUNITIES

Air care set to maintain a positive performance over the forecast period

Growing preference for air care products with natural ingredients and clean labels

Retail e-commerce expected to gain popularity as a distribution channel

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DISCLAIMER

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