

# Air Care in Slovakia

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Air care is performing quite well, thanks to healthy volume sales in liquid, electric, and candle air fresheners

Consumers' desire for home care ambiance fuels demand for air care

Selection of big names and private label present, while Power Air attracts attention with its luxury range for cars

### PROSPECTS AND OPPORTUNITIES

A positive performance ahead, driven by modern formats and appealing scents

Liquid air fresheners tipped as an area to watch for new brands and products

Luxury car air fresheners tipped to attract more attention as the economy improves

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