



# Air Care in Croatia

February 2024

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## Air Care in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tourism and working from home support sales despite price increases in 2023  
Health and environmental concerns impact spray/aerosol air fresheners  
Multinationals continue to dominate air care, but private label is gaining

#### PROSPECTS AND OPPORTUNITIES

Rise of "green wave" will see consumers switching to natural products  
Lack of marketing and prioritisation of essential goods to hamper growth  
Resumption of normal social and economic activity, and new product development should boost car air fresheners

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