

# Air Care in France

February 2024

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## Air Care in France - Category analysis

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#### 2023 DEVELOPMENTS

Air care comes under pressure as consumers tighten their purse strings  
Candle air fresheners the standout category  
Multifunctional, natural and sustainable products continue to find an audience despite economic pressures

#### PROSPECTS AND OPPORTUNITIES

Slow recovery predicted for air care as the category continues to face several challenges  
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Retail landscape presents new opportunities for private label and smaller players

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