

# Air Care in Argentina

February 2024

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## Air Care in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Aerosol disinfectants the biggest laggard  
Less time spent at home counts against spray/aerosol fresheners  
SC Johnson controls all air care categories

#### PROSPECTS AND OPPORTUNITIES

Stylish devices and single-person households will help to improve sales  
New mobility practices will drive car air fresheners' negative performance  
Air care entry barriers prove to be low

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