



# Air Care in Chile

February 2024

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## Air Care in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Significant rise in unit prices impacts volume sales in 2023  
Hybrid working plays a positive role in air care demand  
SC Johnson & Son maintains its dominant position

#### PROSPECTS AND OPPORTUNITIES

Spray/aerosol air fresheners to continue driving demand for air care  
National players are expected to gain ground, driven by affordable options  
Pure play e-commerce will continue to boost online sales

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