



# Air Care in Hong Kong, China

March 2024

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## Air Care in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care continues to grow as habits established in the pandemic continue  
Sales of car air fresheners continue to fall due to competition from other products

#### PROSPECTS AND OPPORTUNITIES

Trends across air care categories likely to remain similar in the forecast period  
Local brands expected to gain stronger penetration of air care in the coming years  
Retail e-commerce set to gain further growth momentum

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