



Air Care in Indonesia

February 2024

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Air Care in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fair growth noted, thanks to ongoing urbanisation trend
Stella and Glade remain the dominant brands, thanks to well-known image and strong distribution
Fresh scents and natural ingredients attract discerning consumers' attention

PROSPECTS AND OPPORTUNITIES

Ongoing urbanisation will drive demand for electric, gel, and spray/aerosol air fresheners
Sales in car air fresheners supported by car ownership rates and driving jobs
Modern retail channels remain the strongest for air care, with e-commerce also on the rise

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