



# Air Care in the US

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care experiences further decline due to post-pandemic stabilisation  
Bath & Body Works retains lead in air care, while Newell loses share as it continues to struggle  
Pourri's High Hopes candle offers innovative solution to cannabis odour control

#### PROSPECTS AND OPPORTUNITIES

Air care set to rebound by 2025, creating opportunities for private label  
As stress surges, demand for wellness activities, particularly in air care, is set to rise  
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