

# Air Care in Romania

February 2024

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## Air Care in Romania - Category analysis

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#### 2023 DEVELOPMENTS

Positive performance continues for air care amid the desire for a pleasant home environment  
Liquid air fresheners rides rapid development in brands, fragrances and distribution to post strong growth in demand  
Consumers welcome new fragrances

#### PROSPECTS AND OPPORTUNITIES

Product development and growing awareness and availability offer positive outlook for air care  
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