

Air Care in Italy

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care sees further decline in 2023, with all category members falling in terms of volume sales
Reckitt Benckiser steals lead, while Just and Irge extends into air care
Sustainability remains relevant

PROSPECTS AND OPPORTUNITIES

Declines will persist though potential for growth exists
Demand for air care 'solutions' set to escalate
E-Commerce continues to rise though store-based grocery retailing still dominates

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DISCLAIMER

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