



# Air Care in Taiwan

February 2024

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## Air Care in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive retail value and volume growth driven by the rising self-care trend  
Liquid air fresheners gain momentum as reed diffusers become home decorations  
Car and candle air fresheners have barriers for growth as consumers question safety

#### PROSPECTS AND OPPORTUNITIES

Air care registers growth as players focus on scent innovations to gain ground  
Affordable price points lead local brands to account for the majority of share  
E-commerce gains ground as consumers continue to migrate to the online platform

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