

Air Care in the Czech Republic

February 2024

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Air Care in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Candle and electric air fresheners drive growth through convenience and affordability
Yankee Candle focuses on promotional deals to drive share during rising inflation
RB (Hygiene Home) leads with its Air Wick brand, ahead of Glade/Brise from SC Johnson

PROSPECTS AND OPPORTUNITIES

Electric air fresheners drive retail value growth through scent innovations
Private label increases its presence on the landscape to boost share
Health and wellness trends will impact development, pushing demand for natural products

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DISCLAIMER

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