



Air Care in Israel

February 2024

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Air Care in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Electric air fresheners continue to post strong growth
Car air fresheners benefit from greater mobility and rising number of private cars
Sano launches combination cleaning and air care line

PROSPECTS AND OPPORTUNITIES

Combination products can hinder stronger growth of air care
Government's attempt to encourage use of public transport to potentially reduce need for car air fresheners
Reckitt Benckiser likely to retain overall leadership of air care

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DISCLAIMER

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