

# Air Care in Latvia

February 2024

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## Air Care in Latvia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gel air fresheners record strong growth, offering longer-lasting fragrances  
Liquid air fresheners have a strong foothold on the landscape  
Reckitt Benckiser SA retains its lead, offering Air Wick innovations

#### PROSPECTS AND OPPORTUNITIES

Ongoing innovations drive positive growth for liquid air fresheners  
Eco-friendly innovation support retail value growth  
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