



Air Care in Spain

February 2024

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Air Care in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care shows resilience, as consumers look to improve the ambience of their homes

Candle air fresheners lead growth, thanks to "cocooning" effect

Premiumisation boosts value across air care in 2023

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Innovation will be focus on natural ingredients

E-commerce is expected to gain traction

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DISCLAIMER

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