



# Air Care in Norway

February 2024

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## Air Care in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care viewed as non-essential by Norwegians, who prefer natural home aromas  
Candle air fresheners inject an element of premiumisation  
Challenging economic climate dampens volume demand and drives sales through discounters

#### PROSPECTS AND OPPORTUNITIES

Environmental concerns will add impetus to new product development  
Glade expected to retain its domination, leaving little scope for new entrants  
Weak economic outlook will continue to favour private label and budget distributors

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