



Air Care in Pakistan

February 2024

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Air Care in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care benefits from the trend for new modern homes
Reckitt Benckiser focuses on innovation to add dynamism to Air Wick
King Chemical Corp leverages quality at affordable prices to lead the field

PROSPECTS AND OPPORTUNITIES

Manufacturers are expected to maintain accessible price points to stimulate demand
Electric air fresheners to gain traction among modern consumers and workplaces
Increased car ownership to propel car air fresheners

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DISCLAIMER

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