



Air Care in Malaysia

February 2024

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Air Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Car air fresheners seen as a necessity by car owners, which offers opportunities
Multifunctional air care products with insect repellent feature popular amongst locals
Locals' love of fragrance aids the growth of air care, with Little Joe standing out for its collaborations

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Natural, organic, and sustainable products likely to be on the rise
Air care products with appealing designs set to gain popularity
Rising popularity of wellness diffusers

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DISCLAIMER

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