



# Air Care in Nigeria

February 2024

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## Air Care in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Affordable air care solutions continue to drive retail volume growth in 2023  
Car air fresheners decline as car sales stall during a time of rising price points  
Air Wick maintains its lead despite losing share to affordable alternatives

#### PROSPECTS AND OPPORTUNITIES

Rising employment and ongoing affordability drives retail volume growth  
Domestic players become increasingly competitive, offering affordable prices  
The evolving retail industry is set to improve consumer awareness

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