

# Air Care in Croatia

February 2024

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## Air Care in Croatia - Category analysis

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#### 2023 DEVELOPMENTS

Tourism and working from home support sales despite price increases in 2023

Health and environmental concerns impact spray/aerosol air fresheners

Multinationals continue to dominate air care, but private label is gaining

## PROSPECTS AND OPPORTUNITIES

Rise of "green wave" will see consumers switching to natural products

Lack of marketing and prioritisation of essential goods to hamper growth

Resumption of normal social and economic activity, and new product development should boost car air fresheners

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