

Air Care in the Philippines

February 2024

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Air Care in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic demand for wellness endures, driving growth for air care

Rising popularity of diffusers to ensure better air quality

Rebound for car air fresheners due to traffic problems

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Dynamic growth set to continue, with the rise of electric air diffusers in particular

Rising demand expected for natural air care products

New product development will remain key for growth

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DISCLAIMER

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