

Air Care in Tunisia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home-made candle air fresheners is a key category trend
Gel air fresheners struggles to develop and grow
Smaller players and private label retailers exert pressure on the leading branded manufacturers

PROSPECTS AND OPPORTUNITIES

Combination of affordability and accessibility to see a shift to liquid air fresheners
Spray/aerosol air fresheners to experience a level of stagnation
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DISCLAIMER

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