

Air Care in Saudi Arabia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care struggles to recover from pandemic slump due to non-essential nature
Spray/aerosol remains dominant format of air care, driven by accessible pricing
International brands continue to dominate as new product development remains key

PROSPECTS AND OPPORTUNITIES

Positive outlook for air care as players look to innovate to drive up interest and value
Consumers expected to shift towards products with more natural image
E-commerce can help smaller, local brands gain greater visibility

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Home Care in Saudi Arabia - Industry Overview

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DISCLAIMER

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