

Air Care in France

February 2024

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Air Care in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care comes under pressure as consumers tighten their purse strings Candle air fresheners the standout category Multifunctional, natural and sustainable products continue to find an audience despite economic pressures

PROSPECTS AND OPPORTUNITIES

Slow recovery predicted for air care as the category continues to face several challenges Candle air fresheners set to be the standout category Retail landscape presents new opportunities for private label and smaller players

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DISCLAIMER

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