



Air Care in Ecuador

January 2023

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Air Care in Ecuador - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care recovers as the pandemic loses strength
Air care benefits from link with wellbeing
Small businesses enter air care injecting dynamism to the category

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Air care expected to rebound at the start of the forecast period
Spray/aerosols expected to drive growth in the forecast
Private label will maintain steady growth moving forward

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DISCLAIMER

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