

Air Care in Guatemala

February 2023

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Air Care in Guatemala - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spray/aerosol air fresheners continues to be the most popular format
SC Johnson maintains strong leadership position
Domestic brands struggle to compete against multinationals

PROSPECTS AND OPPORTUNITIES

Healthy forecast period growth as despite the full lifting of pandemic-related restrictions, price sensitivity boosts entertaining at home aiding sales of air care
SC Johnson de Centroamerica maintains the lead while all players launch new fresh and pleasing scents
Spray/aerosol format remains popular although consumers increasingly concerned about its negative reputation

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DISCLAIMER

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