



Air Care in Kenya

January 2023

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Air Care in Kenya - Category analysis

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Another positive performance for air care as the consumer base continues to expand

Competitive Landscape

Air care continues to develop as demand for car air fresheners begins to take off

PROSPECTS AND OPPORTUNITIES

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Consumers set to demand a wider range of air care products

Supermarkets and hypermarkets to continue dominating retail distribution of air care

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DISCLAIMER

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