



Air Care in Pakistan

March 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Rapid penetration of air care driven by urbanisation leads to robust sales growth in 2021
King Chemical continues to lead air care in 2021 thanks to a variety of brands
Small air care brands retain a sizable value share in 2021

PROSPECTS AND OPPORTUNITIES

Spray/aerosol air fresheners likely to remain dominant over the forecast period
Rising car possession set to boost sales of car air fresheners during the forecast period
Focus on hygiene set to lead to heightened demand for air care in the forecast period

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DISCLAIMER

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