

Air Care in Slovenia

February 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Less time spent at home and heightened budget-consciousness depress demand
Consumers increasingly favour products with more natural and relaxing fragrances
Air Wick remains the leading brand but faces growing challenge from local players

PROSPECTS AND OPPORTUNITIES

Candle air fresheners should continue to witness a high level of innovation
Gradual economic improvements likely to encourage premiumisation
Inability to try before buying will limit further distribution gains for e-commerce

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DISCLAIMER

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