

Air Care in Switzerland

January 2023

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Air Care in Switzerland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care sees sustained demand as consumers continue to look to enhance the home environment
Candle air fresheners help set the mood while spray/aerosol products offer an affordable and effective option
Consumers turn to fresh, familiar and comforting scents for the home

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Overall sales of air care look set for a bright future
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DISCLAIMER

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