

Air Care in the Czech Republic

January 2023

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Air Care in the Czech Republic - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care sees falling volume sales overall in 2022, with consumers shifting towards modern and natural products within the category
Investment in innovation and communication supports sales in air care
RB (Hygiene Home) leads with its Air Wick brand, just ahead of Glade/Brise from SC Johnson

PROSPECTS AND OPPORTUNITIES

Volume sales to stay negative throughout the forecast period
Liquid air fresheners will lead growth as manufacturers shift further away from car air fresheners
Health and wellness trends will impact development, pushing demand for natural products

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DISCLAIMER

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