

Air Care in China

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care products are maintaining growth, but a challenge to recover to pre-pandemic levels

The functionality of air care products has been prominently showcased in recent years

PROSPECTS AND OPPORTUNITIES

The rise of domestic fragrance brands is squeezing traditional air care brands

Increased car sales may drive the growth of car air fresheners in the future

Air care fragrance has been a crucial factor in attracting consumers, with traditional Chinese scents becoming particularly popular

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DISCLAIMER

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