



Euromonitor
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Air Care in China

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Air Care in China - Category analysis

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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Home Care in China - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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