



Air Care in Serbia

February 2024

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Air Care in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume growth driven by widening assortments and variety
Car air fresheners record a retail volume decline as consumers place purchases on hold
Spray/aerosol air fresheners face rising competition from toilet care products

PROSPECTS AND OPPORTUNITIES

Electric air fresheners drive growth, offering a modern, sophisticated product
Private label set to gain ground with players focusing on improved quality
Innovations focus on scent extensions and products that improve mood

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DISCLAIMER

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