



Air Care in Austria

February 2024

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Air Care in Austria - Category analysis

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2023 DEVELOPMENTS

Post-pandemic return to activity outside the home dampens demand for air care products in 2023

Inflation and premiumisation drive current value sales

Health- and eco-consciousness drive trends in air care solutions in Austria in 2023

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Leading brands will face fierce competition from private label players in the years ahead

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DISCLAIMER

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