



Air Care in Chile

February 2024

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Air Care in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant rise in unit prices impacts volume sales in 2023
Hybrid working plays a positive role in air care demand
SC Johnson & Son maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Spray/aerosol air fresheners to continue driving demand for air care
National players are expected to gain ground, driven by affordable options
Pure play e-commerce will continue to boost online sales

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DISCLAIMER

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