



# Air Care in the Philippines

February 2024

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## Air Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Post-pandemic demand for wellness endures, driving growth for air care  
Rising popularity of diffusers to ensure better air quality  
Rebound for car air fresheners due to traffic problems

#### PROSPECTS AND OPPORTUNITIES

Dynamic growth set to continue, with the rise of electric air diffusers in particular  
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New product development will remain key for growth

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