



Euromonitor
International

Air Care in Tunisia

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Air Care in Tunisia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home-made candle air fresheners is a key category trend
Gel air fresheners struggles to develop and grow
Smaller players and private label retailers exert pressure on the leading branded manufacturers

PROSPECTS AND OPPORTUNITIES

Combination of affordability and accessibility to see a shift to liquid air fresheners
Spray/aerosol air fresheners to experience a level of stagnation
Retail e-commerce is expected to continue to develop and grow

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DISCLAIMER

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