



Air Care in the US

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care experiences further decline due to post-pandemic stabilisation
Bath & Body Works retains lead in air care, while Newell loses share as it continues to struggle
Pourri's High Hopes candle offers innovative solution to cannabis odour control

PROSPECTS AND OPPORTUNITIES

Air care set to rebound by 2025, creating opportunities for private label
As stress surges, demand for wellness activities, particularly in air care, is set to rise
Air care preferences to shift towards natural ingredients

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DISCLAIMER

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