



Air Care in Taiwan

February 2024

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Air Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail value and volume growth driven by the rising self-care trend
Liquid air fresheners gain momentum as reed diffusers become home decorations
Car and candle air fresheners have barriers for growth as consumers question safety

PROSPECTS AND OPPORTUNITIES

Air care registers growth as players focus on scent innovations to gain ground
Affordable price points lead local brands to account for the majority of share
E-commerce gains ground as consumers continue to migrate to the online platform

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DISCLAIMER

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