



Air Care in Egypt

February 2024

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Air Care in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for air care sharply declines, driven by inflationary pressures
Local brands make gains despite overall falling demand for spray/aerosol format
Sales of local brands through e-commerce rise, despite overall drop in demand for air care

PROSPECTS AND OPPORTUNITIES

Affordability and variety of air care products will be growth drivers over forecast period
Emerging demand for natural toxin-free air care but low purchasing power will be a challenge
Stronger environmental focus could open the way for concentrated spray/aerosol air fresheners

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DISCLAIMER

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