



Euromonitor
International

Air Care in Israel

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Air Care in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Electric air fresheners continue to post strong growth
Car air fresheners benefit from greater mobility and rising number of private cars
Sano launches combination cleaning and air care line

PROSPECTS AND OPPORTUNITIES

Combination products can hinder stronger growth of air care
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Reckitt Benckiser likely to retain overall leadership of air care

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DISCLAIMER

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