



Air Care in Norway

February 2024

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Air Care in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care viewed as non-essential by Norwegians, who prefer natural home aromas
Candle air fresheners inject an element of premiumisation
Challenging economic climate dampens volume demand and drives sales through discounters

PROSPECTS AND OPPORTUNITIES

Environmental concerns will add impetus to new product development
Glade expected to retain its domination, leaving little scope for new entrants
Weak economic outlook will continue to favour private label and budget distributors

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DISCLAIMER

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