



Euromonitor
International

Air Care in Nigeria

February 2024

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Air Care in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordable air care solutions continue to drive retail volume growth in 2023
Car air fresheners decline as car sales stall during a time of rising price points
Air Wick maintains its lead despite losing share to affordable alternatives

PROSPECTS AND OPPORTUNITIES

Rising employment and ongoing affordability drives retail volume growth
Domestic players become increasingly competitive, offering affordable prices
The evolving retail industry is set to improve consumer awareness

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DISCLAIMER

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