



Euromonitor
International

Air Care in Saudi Arabia

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Air Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care struggles to recover from pandemic slump due to non-essential nature
Spray/aerosol remains dominant format of air care, driven by accessible pricing
International brands continue to dominate as new product development remains key

PROSPECTS AND OPPORTUNITIES

Positive outlook for air care as players look to innovate to drive up interest and value
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E-commerce can help smaller, local brands gain greater visibility

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DISCLAIMER

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