

# Air Care in China

February 2024

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## Air Care in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care products are maintaining growth, but a challenge to recover to pre-pandemic levels  
The functionality of air care products has been prominently showcased in recent years

#### PROSPECTS AND OPPORTUNITIES

The rise of domestic fragrance brands is squeezing traditional air care brands  
Increased car sales may drive the growth of car air fresheners in the future  
Air care fragrance has been a crucial factor in attracting consumers, with traditional Chinese scents becoming particularly popular

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