



Air Care in Argentina

February 2024

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Air Care in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aerosol disinfectants the biggest laggard
Less time spent at home counts against spray/aerosol fresheners
SC Johnson controls all air care categories

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Stylish devices and single-person households will help to improve sales
New mobility practices will drive car air fresheners' negative performance
Air care entry barriers prove to be low

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DISCLAIMER

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