



Euromonitor  
International

# Air Care in Peru

February 2024

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## Air Care in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care sees steady growth overall but the different categories see mixed results  
Sapolio extends its lead but private label starting to make inroads  
Discounters attracting growing interest thanks to eye-catching prices

#### PROSPECTS AND OPPORTUNITIES

Hand-made and artisan candles and air fresheners pose a serious threat to the category  
Brands could look to add more variety to win over consumers  
New consumption occasions could help to generate more sales

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### DISCLAIMER

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