

Air Care in Peru

February 2024

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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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