

Air Care in Ireland

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on essentials during rising price points, dampening retail growth
Electric air fresheners focus on scent and technical innovations to attract consumers
Yankee Candle retains its overall lead, with a strong position in candle air fresheners

PROSPECTS AND OPPORTUNITIES

Moderate growth driven by candle air care, while sprays/aerosols decline
Consumers increasingly seek local products with eco-friendly positionings
Private label looks to gain ground with sophisticated scents and packaging

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DISCLAIMER

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