

Air Care in Georgia

February 2025

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Air Care in Georgia - Category analysis

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2024 DEVELOPMENTS

Rising consumer awareness and the persistent expansion of modern grocery retail push growth for air care in 2024

Little shift towards electric air care amid brand loyalty

Stable product variety with new scents but low demand for natural ingredients

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Steady growth with potential in less mature segments

Intensified competition influenced by shelf optimisation

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DISCLAIMER

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