



Euromonitor
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Air Care in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steady growth for air care, despite market pressures
- Tackling the “stinky car” phenomenon with car air fresheners
- Fragrance is a crucial factor for attracting consumers, with traditional Chinese scents increasingly popular

PROSPECTS AND OPPORTUNITIES

- Car air fresheners expected to continue to drive growth in air care
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Home Care in China - Industry Overview

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DISCLAIMER

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