



Euromonitor
International

Air Care in Cameroon

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand growth for candle air fresheners slows sharply
Imports of candle air fresheners surge, widening their distribution
Affordable and accessible, spray/aerosol air fresheners remain the top choice for most consumers

PROSPECTS AND OPPORTUNITIES

Urbanisation and Westernisation will underpin growth in demand for air care
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Widening distribution will boost sales of electric air fresheners

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DISCLAIMER

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