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# Air Care in Argentina

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

All air care products record a retail volume decline as consumers prioritise essentials  
Air fresheners with disinfection qualities lose ground to fragrance varieties  
SC Johnson leads with its brand Glade, which only faces strong competition in spray/aerosol air fresheners

PROSPECTS AND OPPORTUNITIES

Hybrid working practices are expected to support sales of spray/aerosol air fresheners  
Government policies will discourage the use of cars, impacting sales of car air fresheners  
Stylish devices are anticipated to drive growth and interest in electric air fresheners

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DISCLAIMER

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