



Euromonitor
International

Home Care in Switzerland

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Sustainable attributes drive growth for air care products in 2024
Liquid and candle air fresheners gain ground, offering ease of use while being decorative
Major players focus on green and sustainable product lines

PROSPECTS AND OPPORTUNITIES

Positive value growth is expected as consumers invest in air care for welcoming, fresh environments
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Migros retains its lead in bleach as it offers consumers affordable price points

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

Seasonality, maturity and health concerns are expected to challenge sales over the forecast period
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