



# Air Care in Mexico

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic stability helps drive a positive performance for air care in Mexico  
Spray/aerosol air fresheners maintains its share, while new formats rise  
PET bottles sees dynamic growth in air care due to excellent chemical resistance

PROSPECTS AND OPPORTUNITIES

Sensorial experiences a route to wellness and self-care  
Next generation air care products likely to offer personalisation and scents that evoke spaces  
“Fur babies” could be a future consumption opportunity

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DISCLAIMER

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