



# Air Care in Italy

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on indoor air quality helps sustain demand for air care despite the challenging economic situation

Instant release products show mixed results

Drugstores and e-commerce thriving thanks to wide product offer while global players continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Air care players expected to focus on the wellbeing market while also looking to increase their visibility in stores and online

Air care faces new challenges and opportunities as consumers look to keep their home environment as pleasant as possible

Air care could undergo a period of polarisation with designer brands eyeing the market while private label players are also looking to expand

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DISCLAIMER

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