



# Air Care in Taiwan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care shows slightly faster growth in 2024, due to consumers' interest in wellbeing  
Liquid air fresheners continues its growth momentum in 2024  
Stronger growth prevented by the fact that air care products are not regarded as daily essentials

PROSPECTS AND OPPORTUNITIES

Air care expected to maintain its increasing trend over the forecast period  
Local brands will continue to account for the majority of share in air care  
Retail e-commerce expected to gain further traction over the forecast period

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DISCLAIMER

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