



Euromonitor
International

Air Care in Kenya

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Candle air fresheners attracting interest
- Consumers go electric in search of convenience
- Car air fresheners seeing steady demand amid rising vehicle ownership.

PROSPECTS AND OPPORTUNITIES

- Spray/aerosol air fresheners to face stronger competition from more modern formats
- Low adoption in rural and low-income households likely to limit stronger growth opportunities
- Health-conscious consumers expected to turn their back on traditional air care solutions

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DISCLAIMER

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