

Air Care in Egypt

February 2025

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Air Care in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spray/aerosols begin to show recovery in volume sales Electric air fresheners regain volume growth Local brands show promising gains in e-commerce channel

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Economic recovery and population growth to drive air care sales Emerging demand for natural toxin-free air care Stronger environmental focus could open the way for concentrated spray/aerosol air fresheners

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DISCLAIMER

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