



# Air Care in Egypt

February 2024

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## Air Care in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for air care sharply declines, driven by inflationary pressures  
Local brands make gains despite overall falling demand for spray/aerosol format  
Sales of local brands through e-commerce rise, despite overall drop in demand for air care

#### PROSPECTS AND OPPORTUNITIES

Affordability and variety of air care products will be growth drivers over forecast period  
Emerging demand for natural toxin-free air care but low purchasing power will be a challenge  
Stronger environmental focus could open the way for concentrated spray/aerosol air fresheners

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