

Air Care in Portugal

February 2025

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Air Care in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrances trend positively impacts air care in Portugal in 2024 Manufacturers invest in volume discount to discourage downtrading Sustainability concerns drive new product development in air care

PROSPECTS AND OPPORTUNITIES

Category maturity will be offset to some extent by fragrance innovation Retail channels will continue to drive growth Sustainability concerns will boost new product development in the years ahead

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DISCLAIMER

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