

Air Care in Uruguay

February 2025

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Air Care in Uruguay - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrance outperformed disinfection in 2024 Spray/aerosol air fresheners remain the most popular category Lysoform loses ground as disinfection becomes less of a priority

PROSPECTS AND OPPORTUNITIES

Gel air fresheners to be the top performer, partly at the expense of car air fresheners High pricing will hamper sales of electric air fresheners More time out home will boost demand for spray/aerosol fresheners

CATEGORY DATA

Table 1 - Sales of Air Care by Category: Value 2019-2024Table 2 - Sales of Air Care by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Air Care: % Value 2020-2024Table 4 - LBN Brand Shares of Air Care: % Value 2021-2024Table 5 - Forecast Sales of Air Care by Category: Value 2024-2029Table 6 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Home Care in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

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MARKET DATA

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DISCLAIMER

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