

Air Care in Norway

February 2025

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Air Care in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value for money is a driving force in air care Premiumisation trend evolves in air care Sustainability drives shift to natural alternatives and recycled plastic

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Norwegians generally prefer natural, scent-free homes Air care to move towards becoming mood enhancers to support wellbeing Natural offerings will expand in response to consumer demand

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