



Euromonitor  
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# Air Care in Belgium

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care in Belgium continues to face challenges due to being viewed as non-essential  
Air care consumers focus on home ambience and sustainability  
Non-grocery retailers expand into premium air care offerings to capture demand

PROSPECTS AND OPPORTUNITIES

Growth is set to decline as consumers views air care products as unnatural  
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The diversification of distribution channels will expand consumer access to premium and niche products

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DISCLAIMER

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