

Air Care in Nigeria

February 2025

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Air Care in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care records a retail volume decline as harsh economic conditions impact sales

Gel air fresheners record the strongest retail volume performance with new brand offerings

Air Wick maintains its lead despite losing share to affordable alternatives

PROSPECTS AND OPPORTUNITIES

Economic improvement is set to drive growth for air care over the forecast period

Gel air fresheners and spray/aerosol air fresheners are set to support sales

Liquid and electric air fresheners have strong growth prospects in line with economic recovery

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