

Air Care in Singapore

February 2025

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Air Care in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability and natural ingredients drive developments in air care Wellness-focussed air fresheners provide an attractive niche Are smart air care devices set to be the next big thing?

PROSPECTS AND OPPORTUNITIES

Eco-friendly and refillable air care solutions will drive ongoing developments Multi-functional air care products and local scents provide other areas for development Niche of electric air fresheners offers ongoing growth prospects

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DISCLAIMER

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