



Air Care in China

February 2025

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Air Care in China - Category analysis

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2024 DEVELOPMENTS

Steady growth for air care, despite market pressures

Tackling the “stinky car” phenomenon with car air fresheners

Fragrance is a crucial factor for attracting consumers, with traditional Chinese scents increasingly popular

PROSPECTS AND OPPORTUNITIES

Car air fresheners expected to continue to drive growth in air care

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DISCLAIMER

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