



# Air Care in Austria

April 2025

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## Air Care in Austria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Minimal growth for air care in 2024, as price-conscious local consumers forego non-essential spending  
Liquid air fresheners registers the best performance in 2024  
International players retain the top three positions

#### PROSPECTS AND OPPORTUNITIES

Improving economic climate bodes well for air care in Austria in the years ahead  
Desire for increased ambience within the home will drive sales of liquid air fresheners  
Preference for in-store testing will continue to favour brick and mortar retailers

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