



**Euromonitor
International**

Home Care in Switzerland

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Liquid and candle air fresheners gain ground, offering ease of use while being decorative
Major players focus on green and sustainable product lines

PROSPECTS AND OPPORTUNITIES

Positive value growth is expected as consumers invest in air care for welcoming, fresh environments
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Migros retains its lead in bleach as it offers consumers affordable price points

PROSPECTS AND OPPORTUNITIES

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Environmental concerns challenge sales of home insecticides as many consumers avoid chemicals

PROSPECTS AND OPPORTUNITIES

Seasonality, maturity and health concerns are expected to challenge sales over the forecast period
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