



Air Care in Switzerland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainable attributes drive growth for air care products in 2024
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
As sustainability becomes more important, gel air fresheners is expected to struggle
Innovation is likely to focus on seasonal preferences, and personalised scent experiences to boost value

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Home Care in Switzerland - Industry Overview

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DISCLAIMER

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