

Air Care - US - March 2017

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"The air care market experienced a slight sales decline in 2016, reflective of flat market penetration, increasing competition, and a functional approach to the category. However, interest in air purifying and aromatherapy benefits may encourage increased consumer spend."
- **Rebecca Cullen, Home & Personal Care Analyst**

This report looks at the following areas:

- Ingredient, safety concerns may limit product usage
- Save vs splurge mentality impacts sales

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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