

Home Insecticides in Taiwan

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The humid climate supports positive retail volume growth in home insecticides
Spray/aerosol insecticides lead, with consumers appreciating instant results
High entry barriers lead to slow growth for other home insecticides

PROSPECTS AND OPPORTUNITIES

Home insecticides will drive stable growth, supported by hot and long summers
Local consumers appreciate domestic offerings, driving growth for local players
Traditional hardware stores offer a unique local retailing channel in Taiwan

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Home Care in Taiwan - Industry Overview

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DISCLAIMER

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