

# Home Insecticides in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong demand for home insecticides in Indonesia, due to tropical climate  
Shift to more electric and spray/aerosol formats, away from traditional coils  
Competition remains tight between Baygon and HIT

PROSPECTS AND OPPORTUNITIES

Upwards trajectory expected to continue, with e-commerce and convenience stores emerging as notable sales channels  
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Other home insecticides tipped as an area to watch over the forecast period

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DISCLAIMER

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