

# Home Insecticides in Denmark

February 2024

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### Home Insecticides in Denmark - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Insecticide baits benefits from a safer image Desire for cleaner living spaces and safer products hurt spray/aerosol insecticides Manufacturers heed calls for safer products

### PROSPECTS AND OPPORTUNITIES

Weak economic outlook and safety concerns could see home-made alternatives gain momentum Health and environmental concerns to help shape the direction of home insecticides More consumers to seek dual use products

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