

# Home Insecticides in Ireland

February 2024

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## Home Insecticides in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive retail volume demand, driven by growth in electric insecticides  
Spray/aerosol insecticides lead sales, viewed as being the most effective product  
Garden centres increase its share of sales during 2023

#### PROSPECTS AND OPPORTUNITIES

Warm weather, population growth and the increasing number of households boosts sales  
Brands maintain the lead of the landscape, while private label grows  
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