



Home Insecticides in Mexico

February 2024

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Home Insecticides in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue to focus on hygiene in their living environment
Brands bet on natural ingredients and scents to differentiate and attract consumers
Brands focus on their efficacy against dengue-transmitting mosquitoes as cases rise

PROSPECTS AND OPPORTUNITIES

Innovation likely to come in the form of packaging improvements
Further eco-friendly brands likely to be launched and attract customers
High potential for retail e-commerce

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DISCLAIMER

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