

# Home Insecticides in Austria

February 2024

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## Home Insecticides in Austria - Category analysis

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#### 2023 DEVELOPMENTS

Home insecticides sees healthy current value growth in 2023

Electric insecticides record a decline in retail volume sales

Vandal offers a variety of formats to maintain its dominant lead in 2023

#### PROSPECTS AND OPPORTUNITIES

Positive current retail value and volume growth across the coming years

Time-poor consumers will favour convenient home insecticide solutions but will seek to limit exposure to harsh chemicals

Distribution landscape set to continue to favour physical retailers in the years ahead

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