

Home Insecticides in the Czech Republic

February 2024

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Home Insecticides in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing retail volume growth as some consumers stock up on goods
Insecticide coils decline as consumers opt for window screens and nets
SC Johnson dominates home insecticides with Biolit and Raid brands

PROSPECTS AND OPPORTUNITIES

Lack of innovation leads to declines in insecticide coils and spray/aerosols
Greater investment in eco-friendly options in a bid to retain sales
Alternative permanent solutions present a rising threat to home insecticides

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DISCLAIMER

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