

Home Insecticides in Italy

February 2024

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Home Insecticides in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Insects proliferate thanks to climate change though most of category remains in decline

SC Johnson continues to lead sales amid increased marketing activity by Facco

Consumers willing to spend when urgent; Conad continues to expand

PROSPECTS AND OPPORTUNITIES

Increased product visibility necessary to capitalise on growth opportunities

A need for new habits from consumers and new formulas from producers

Sustainability to inform innovation

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DISCLAIMER

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