

Home Insecticides in Turkey

February 2024

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Home Insecticides in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in the mosquito and insect population positively impacts sales
Electric insecticides saw the highest growth, driven by ease and convenience
Johnson Wax and Eczacibasi remain the leaders in home insecticides

PROSPECTS AND OPPORTUNITIES

The rate of retail volume growth is set to slow down across the forecast period
Electric insecticides drive growth, while insecticide baits record volume declines
Johnson Wax and Eczacibasi retain the leads as private label expands

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DISCLAIMER

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