



# Home Insecticides in Pakistan

February 2024

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## Home Insecticides in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising middle-class consumer base fuels ongoing increase in the demand for home insecticides  
Spray/aerosol and electric insecticides thrive amid a more modern, specialised approach to home insecticides  
Home insecticides sees growing online presence

#### PROSPECTS AND OPPORTUNITIES

Environmental and health focus to push a steady rise in the demand of safer and eco-friendly insecticides  
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Counterfeit brands may hinder trust and growth potential

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