

Home Insecticides in Greece

February 2024

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Home Insecticides in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tight competition leads to discounting activities, as brands try to boost their sales to price-sensitive consumers

Consumers seek product trust over brand loyalty

Hot and humid conditions required to boost demand

PROSPECTS AND OPPORTUNITIES

"Green" trends set to drive further developments in home insecticides

Seasonal dependency leads to unpredictable results, while fear of the tiger mosquito creates specialised opportunities

Specialised sprays set to be key drivers in spray/aerosol insecticides

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DISCLAIMER

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