



# Home Insecticides in Chile

February 2024

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## Home Insecticides in Chile - Category analysis

### KEY DATA FINDINGS

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Home insecticides records highest increase in unit price within overall home care

SC Johnson & Son dominates but is losing share to smaller players

National player Empresas Demaria gains ground with its brand Killer

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Strong challenges are anticipated for home insecticides

Spray/aerosol format is expected to remain the most popular option

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