

Home Insecticides in Indonesia

February 2024

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Home Insecticides in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong demand for home insecticides in Indonesia, due to tropical climate
Shift to more electric and spray/aerosol formats, away from traditional coils
Competition remains tight between Baygon and HIT

PROSPECTS AND OPPORTUNITIES

Upwards trajectory expected to continue, with e-commerce and convenience stores emerging as notable sales channels
Electric insecticides will maintain robust value and volume growth
Other home insecticides tipped as an area to watch over the forecast period

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MARKET DATA

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DISCLAIMER

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