

Home Insecticides in Norway

February 2024

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Home Insecticides in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Chemical-based formulations are increasingly incompatible with environmental concerns

Higher retail price points dampen volume sales, but boost current value growth in 2023

Arvid Nordquist Norge AS stays on top thanks to the ubiquity of its Raid brand

PROSPECTS AND OPPORTUNITIES

Players will need to alleviate consumers' environmental and health concerns through the development of chemical-free products.

Preference for multifunctionality offers players an opportunity to boost value share in the years ahead

Challenging economic outlook bodes well for discounters and variety stores

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DISCLAIMER

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