

Home Insecticides in the Philippines

February 2024

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Home Insecticides in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urbanisation contributes to growth for home insecticides
Spray/aerosol insecticides drives growth, with a minimal increase for insecticide coils
Multipurpose products favoured for convenience, and saving time and money

PROSPECTS AND OPPORTUNITIES

Insecticide coils likely to remain popular in rural areas
Baygon set to maintain its dominance due to its wide product range
More consumers will look for products safe for people, pets and the environment

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Home Care in the Philippines - Industry Overview

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DISCLAIMER

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