

Home Insecticides in Egypt

February 2024

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Home Insecticides in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of home insecticides rise in tandem with population growth
Spray/aerosol format is most popular due to affordability and accessibility
Raid continues to dominate electric insecticides with limited competition

PROSPECTS AND OPPORTUNITIES

Urbanisation and growing insect population to stimulate sales of home insecticides
Insecticide coils offers strong growth potential despite rising safety concerns
Traditional stores and pharmacies expected to remain leading channels for home insecticides

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DISCLAIMER

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