

# Home Insecticides in Ireland

February 2025

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## Home Insecticides in Ireland - Category analysis

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#### 2024 DEVELOPMENTS

Cool summer dampens demand growth

Electric insecticides grow in popularity as an alternative to spray/aerosol insecticides

Raid the clear leader, but private label is gaining ground

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Electric insecticides to remain main driver of growth

No new entrants are anticipated

Private label to focus on repellents

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