

Home Insecticides in Australia

February 2025

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Home Insecticides in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inflation drives shifts in consumer spending

Rising demand for natural and sustainable solutions

Limited growth amid stagnant innovation

PROSPECTS AND OPPORTUNITIES

Sustainability and DIY solutions transforming the market

Climate change to drive greater demand for pest control, with consumers shifting towards organic and pet-friendly options

Competitive landscape shifts anticipated amid Reckitt's transition, while electronic solutions are anticipated to rise

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