

Home Insecticides in Costa Rica

February 2025

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Home Insecticides in Costa Rica - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Disease outbreaks support strong demand growth Despite health and environmental concerns, spray/aerosol remains the top performer Small brands gain ground

PROSPECTS AND OPPORTUNITIES

Electric insecticides will be the most dynamic category Demand for affordable options will continue to boost small brands Prevention policies will limit growth in retail constant value sales of home insecticides

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