

# Home Insecticides in Malaysia

February 2025

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#### Home Insecticides in Malaysia - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Growth in home insecticides alongside spike in number of dengue cases Heightened demand for insecticides with natural plant-based ingredients Spray and aerosol insecticides retain their popularity, while coils cater to rural needs

#### PROSPECTS AND OPPORTUNITIES

Widening availability of less harmful alternatives to traditional home insecticides will restrict growth Affluent consumers turn to essential oil diffusers Physical stores retain key role, despite rise of e-commerce

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