

Home Insecticides in Vietnam

February 2025

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Home Insecticides in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Persistent dengue cases drive continued growth for home insecticides Preference for fragranced and unscented products varies across categories Consumers shop for trusted home insecticides in modern distribution channels

PROSPECTS AND OPPORTUNITIES

Concern about dengue will drive continued growth Home insecticides with added value likely to be valued Modern retail channels set to continue to gain share at the expense of small local grocers

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DISCLAIMER

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