



# Home Insecticides in Canada

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home insecticides sees moderate value growth driven by increased insect populations  
Insect repellent devices present a headwind for home insecticides  
Spray/aerosol insecticides sees growth as warmer weather boosts flying insect populations

PROSPECTS AND OPPORTUNITIES

Home insecticides expected to see stagnation with headwinds from insect repellent devices and DIY solutions  
SC Johnson & Son set to maintain market leadership through brand and distribution strength  
Home insecticides category expects headwinds from digital pest control services

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DISCLAIMER

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