



Home Insecticides in Brazil

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dengue outbreaks drive the consumption of home insecticides
- Strong concentration amongst the leading brands imposes strong barriers to entry
- Electric insecticides once again replace cheaper solutions

PROSPECTS AND OPPORTUNITIES

- Dengue expected to remain a public health concern in Brazil, which will drive growth
- Fiercer competition expected for the coming years
- Family-friendly claims expected to gain more space

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Home Care in Brazil - Industry Overview

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DISCLAIMER

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