

# Home Insecticides in India

June 2025

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#### Home Insecticides in India - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Electric formats drive consistent demand as usage expands beyond monsoon months Godrej maintains leadership through product diversification and natural-based innovation General trade dominates distribution with minimal e-commerce penetration

## PROSPECTS AND OPPORTUNITIES

Natural and plant-based solutions gain favour among health-conscious households Rural market expansion driven by low-cost formats and micro-SKU innovations Smart devices and refill subscriptions tap into premium urban demand

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