



# Home Insecticides in India

March 2024

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## Home Insecticides in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales of home insecticides continue on a positive trajectory in 2023  
Godrej maintains dominance through the launch of new format innovations  
Insecticide coils loses favour as consumers shift to other formats

#### PROSPECTS AND OPPORTUNITIES

Steady value growth expected in the forecast period on account of premiumisation  
Spray/aerosol format to witness increasing popularity in the forecast period  
Offline stores to remain dominant, while retail e-commerce will continue to gain share

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