



Home Insecticides in Portugal

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising temperatures favour category as consumers look to deter mosquitos
Raid maintains its solid lead ahead of all other players in 2024
Natural, eco-friendly options tap into generalised health and wellness trend

PROSPECTS AND OPPORTUNITIES

Climate change is expected to maintain category sales in the coming years
Innovation will require high levels of investment from players
Home insecticides is expected to develop towards a more natural approach

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Home Care in Portugal - Industry Overview

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DISCLAIMER

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