



Home Insecticides in Hong Kong, China

March 2024

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Home Insecticides in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth is maintained in home insecticides due to the desire for a healthy home environment

Spray/aerosol insecticides accounts for the highest retail value sales and maintains growth

All other categories see declines

PROSPECTS AND OPPORTUNITIES

Trends seen in 2023 are set to continue over the forecast period

Natural ingredient home insecticides will see a spike in demand due to child-friendly, healthier image

Retail e-commerce will help maintain growth for home insecticides

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DISCLAIMER

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