

Home Insecticides in Hong Kong, China

February 2025

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Home Insecticides in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low growth for home insecticides as consumers maintain healthy living environments Spray/aerosol insecticides remains most popular format due to established use and affordability Weak performances for other formats of home insecticides

PROSPECTS AND OPPORTUNITIES

Home insecticides to maintain certain trends over the forecast period Use of natural ingredients set to gain momentum as consumers demand perceived healthier insecticide solutions Retail e-commerce set to gain further share of distribution

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Home Care in Hong Kong, China - Industry Overview

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DISCLAIMER

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