



Home Insecticides in Morocco

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hot climate spurs the need for home insecticides
- Switch to more affordable insecticide baits
- TM Trading Morocco leads an active category

PROSPECTS AND OPPORTUNITIES

- Morocco's hot climate and strong discounting activity to continue to grow demand
- Focus on crawling insects in spray/aerosol insecticides while the electric format is set to gain momentum
- Insecticides to remain popular despite health concerns

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Home Care in Morocco - Industry Overview

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DISCLAIMER

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