



Home Insecticides in Turkey

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The rising insect population in Turkey supports retail volume growth for home insecticides
Electric insecticides lead retail volume growth as consumers appreciate the products safety
Substantial increase in the average unit prices of home insecticides in 2024

PROSPECTS AND OPPORTUNITIES

Turkey's expanding population and the rising number of households is set to support ongoing demand
Continued growth is expected for electric insecticides, while bait sales are set to decline
There is anticipated to be strong growth for retail e-commerce as consumers prioritise convenience

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DISCLAIMER

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