



Home Insecticides in Pakistan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand growth driven by rising middle class
- Spray/aerosol insecticides account for almost half of retail value sales
- Stiff competition among local and global brands

PROSPECTS AND OPPORTUNITIES

- Consumers will continue to shift towards spray/aerosol and electric insecticides
- Increased interest in multi-function insecticides
- Small pack sizes targeting low-income consumers will proliferate

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Home Care in Pakistan - Industry Overview

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DISCLAIMER

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