



Euromonitor
International

Home Insecticides in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited demand for electric insecticides in 2024
Spray/aerosol formats as firm favourites, while Raid and Pif Paf maintain overall category leadership
Powder insecticides offer some advantages

PROSPECTS AND OPPORTUNITIES

Electric insecticides set to struggle
Sprays and aerosols will continue to rise though regulations represent challenges across the home insecticides category
Potential remains within powder insecticides, while health concerns could see greater investment in natural formulations

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Home Care in Saudi Arabia - Industry Overview

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DISCLAIMER

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