



# Home Insecticides in Saudi Arabia

February 2024

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## Home Insecticides in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand remains high due to proliferation of insects in Saudi Arabia  
Odourless options and spray format remain most demanded  
Raid and Pif Paf remain the clear leaders as players look to expand their offer

#### PROSPECTS AND OPPORTUNITIES

Positive outlook to be driven by affordable spray/aerosol format  
Regulations will make it challenging for smaller brands or private label to strongly penetrate the category  
Health concerns may encourage development of more natural formulations

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