



Home Insecticides in Argentina

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong retail volume growth as mosquito-borne infections rise in 2024
- Local producers of spray/aerosol insecticides avoid further cost increases during 2024
- SC Johnson retains its lead, with a lack of serious competition from other players

PROSPECTS AND OPPORTUNITIES

- Consumers' awareness of mosquito-related diseases is expected to drive ongoing growth
- Spray/aerosol formats is set to drive the home insecticides sector forward
- Eco-concerns are not expected to negatively impact home insecticides

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Home Care in Argentina - Industry Overview

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DISCLAIMER

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