



Home Insecticides in Switzerland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth for home insecticides is driven by warm temperatures and outdoor activities
Electric insecticides benefits from being convenient, while spray/aerosol insecticides struggle
Environmental concerns challenge sales of home insecticides as many consumers avoid chemicals

PROSPECTS AND OPPORTUNITIES

Seasonality, maturity and health concerns are expected to challenge sales over the forecast period
Demand for spray/aerosol insecticides and insecticide coils is set to fall as consumers seek eco-friendly alternatives
Retail e-commerce is expected to grow as consumers appreciate convenience and flexibility

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DISCLAIMER

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