



Euromonitor
International

Home Insecticides in Kenya

March 2024

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Home Insecticides in Kenya - Category analysis

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2023 DEVELOPMENTS

Growing middle-class consumer base spurs demand
Urbanisation increases the demand base for home insecticides in Kenya
Household budget constraints drive a shift towards more affordable insecticides

PROSPECTS AND OPPORTUNITIES

Urban demand is set to shift to spray/aerosol and electric insecticides
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-insecticides-in-kenya/report.