



Euromonitor
International

Home Insecticides in North Macedonia

February 2025

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Home Insecticides in North Macedonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Summer heatwaves create greater need for home insecticides
Spray/aerosol insecticides still the largest category by some distance
SC Johnson remains the outright leader with its Raid brand

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Maturity, population decline and health concerns set to depress demand
Electric insecticides expected to be the best performing category
Value share of the e-commerce channel likely to increase

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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-north-macedonia/report.