



Home Insecticides in Bosnia and Herzegovina

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The extended heat wave drives positive retail growth during the summer months
Electric insecticides continue to lead growth, further bolstered by premiumisation
SC Johnson wax doo retains its lead, offering the well-established brand Raid

PROSPECTS AND OPPORTUNITIES

Home insecticides is set to decline amidst changing consumer preferences
Electric home insecticides is set to drive ongoing growth, bolstered by innovation and product development
Spray/aerosol insecticides will struggle as consumers shift to safer options

CATEGORY DATA

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Home Care in Bosnia and Herzegovina - Industry Overview

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DISCLAIMER

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