

Home Insecticides in Malaysia

February 2024

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Home Insecticides in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in home insecticides as the battle against dengue continues
Dual function air care and insect repellent products popular amongst locals
Electric insecticides provide round the clock protection, but there are some concerns

PROSPECTS AND OPPORTUNITIES

Non-toxic alternatives outside the category likely to limit growth for home insecticides
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Continued growth expected for e-commerce

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DISCLAIMER

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