

# Home Insecticides in Mexico

February 2024

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## Home Insecticides in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers continue to focus on hygiene in their living environment  
Brands bet on natural ingredients and scents to differentiate and attract consumers  
Brands focus on their efficacy against dengue-transmitting mosquitoes as cases rise

#### PROSPECTS AND OPPORTUNITIES

Innovation likely to come in the form of packaging improvements  
Further eco-friendly brands likely to be launched and attract customers  
High potential for retail e-commerce

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