

Home Insecticides in Austria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Home insecticides sees healthy current value growth in 2023
- Electric insecticides record a decline in retail volume sales
- Vandal offers a variety of formats to maintain its dominant lead in 2023

PROSPECTS AND OPPORTUNITIES

- Positive current retail value and volume growth across the coming years
- Time-poor consumers will favour convenient home insecticide solutions but will seek to limit exposure to harsh chemicals
- Distribution landscape set to continue to favour physical retailers in the years ahead

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Home Care in Austria - Industry Overview

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DISCLAIMER

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