

# Home Insecticides in Turkey

February 2024

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## Home Insecticides in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

An increase in the mosquito and insect population positively impacts sales  
Electric insecticides saw the highest growth, driven by ease and convenience  
Johnson Wax and Eczacibasi remain the leaders in home insecticides

#### PROSPECTS AND OPPORTUNITIES

The rate of retail volume growth is set to slow down across the forecast period  
Electric insecticides drive growth, while insecticide baits record volume declines  
Johnson Wax and Eczacibasi retain the leads as private label expands

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