

Home Insecticides in Tunisia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Dominant spray/aerosol insecticides continues to see the highest growth in retail volume and value terms in 2023
Fierce competition at the top of the rankings
Influx of imported brands as players try to tap into a robust growth category

PROSPECTS AND OPPORTUNITIES

Spray/aerosol insecticides to continue to leverage convenience, effectiveness and wide availability
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Home Care in Tunisia - Industry Overview

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DISCLAIMER

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