

Home Insecticides in Ecuador

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Quick-acting and affordable spray/aerosol insecticides are preferred by Ecuadorians
- Price and fragrance support sales of insecticide coils
- Players promote sales through in-store promotions rather than advertising

PROSPECTS AND OPPORTUNITIES

- El Niño phenomenon will generate a new push in sales
- Consumption driven by necessity rather than marketing
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Home Care in Ecuador - Industry Overview

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DISCLAIMER

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