



Home Insecticides in Poland

February 2024

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Home Insecticides in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail value and volume growth driven by weather and convenient products
Innovations focus on eco-friendly ingredients, with products suitable to use around children
Consumers preference prevention and convenience from home insecticides

PROSPECTS AND OPPORTUNITIES

Ongoing innovations and warm weather in Poland drive sales of home insecticides
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DISCLAIMER

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