

Home Insecticides in Saudi Arabia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand remains high due to proliferation of insects in Saudi Arabia
Odourless options and spray format remain most demanded
Raid and Pif Paf remain the clear leaders as players look to expand their offer

PROSPECTS AND OPPORTUNITIES

Positive outlook to be driven by affordable spray/aerosol format
Regulations will make it challenging for smaller brands or private label to strongly penetrate the category
Health concerns may encourage development of more natural formulations

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Home Care in Saudi Arabia - Industry Overview

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DISCLAIMER

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