



# Home Insecticides in Argentina

February 2024

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## Home Insecticides in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Historic drought negatively impacts category  
Spray/aerosol insecticides remains the largest category in home insecticides  
SC Johnson is the unrivalled leader in home insecticides

#### PROSPECTS AND OPPORTUNITIES

The prevalence of mosquito-related diseases expected to drive category growth  
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