



Home Insecticides in Taiwan

February 2024

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Home Insecticides in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The humid climate supports positive retail volume growth in home insecticides

Spray/aerosol insecticides lead, with consumers appreciating instant results

High entry barriers lead to slow growth for other home insecticides

PROSPECTS AND OPPORTUNITIES

Home insecticides will drive stable growth, supported by hot and long summers

Local consumers appreciate domestic offerings, driving growth for local players

Traditional hardware stores offer a unique local retailing channel in Taiwan

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DISCLAIMER

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