



Home Insecticides in Thailand

February 2024

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Home Insecticides in Thailand - Category analysis

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2023 DEVELOPMENTS

The challenges of having to combat more types of insects
The gradual move by consumers towards more natural home insecticides
SC Johnson & Son maintains its lead, but Earth draws closer

PROSPECTS AND OPPORTUNITIES

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Scent trend set to reach home insecticides, with aromatherapy options likely to appear

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DISCLAIMER

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