



Home Insecticides in Pakistan

February 2024

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Home Insecticides in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising middle-class consumer base fuels ongoing increase in the demand for home insecticides
Spray/aerosol and electric insecticides thrive amid a more modern, specialised approach to home insecticides
Home insecticides sees growing online presence

PROSPECTS AND OPPORTUNITIES

Environmental and health focus to push a steady rise in the demand of safer and eco-friendly insecticides
Physical retailers to maintain dominance but there is space for e-commerce to gain traction in home insecticides
Counterfeit brands may hinder trust and growth potential

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DISCLAIMER

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