

Home Insecticides in Peru

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Warmer weather drives category growth as insect populations proliferate
Sapolio remains the standout brand in home insecticides
Price takes on greater relevance and incomes are squeezed

PROSPECTS AND OPPORTUNITIES

El Niño and climate change set to fuel demand for home insecticides
Consumers could turn to cheaper brands and private label as Peru enters a recession
Spray/aerosol insecticides will remain the most popular option with electric options limited to more affluent consumers

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Home Care in Peru - Industry Overview

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DISCLAIMER

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