

Home Insecticides in India

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales of home insecticides continue on a positive trajectory in 2023
Godrej maintains dominance through the launch of new format innovations
Insecticide coils loses favour as consumers shift to other formats

PROSPECTS AND OPPORTUNITIES

Steady value growth expected in the forecast period on account of premiumisation
Spray/aerosol format to witness increasing popularity in the forecast period
Offline stores to remain dominant, while retail e-commerce will continue to gain share

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DISCLAIMER

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