

Home Insecticides in Argentina

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Historic drought negatively impacts category
Spray/aerosol insecticides remains the largest category in home insecticides
SC Johnson is the unrivalled leader in home insecticides

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The prevalence of mosquito-related diseases expected to drive category growth
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Low-priced brands and private labels may benefit from the ongoing economic recession

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Home Care in Argentina - Industry Overview

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DISCLAIMER

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