

# Home Insecticides in Kenya

March 2024

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#### Home Insecticides in Kenya - Category analysis

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#### 2023 DEVELOPMENTS

Growing middle-class consumer base spurs demand Urbanisation increases the demand base for home insecticides in Kenya Household budget constraints drive a shift towards more affordable insecticides

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Urban demand is set to shift to spray/aerosol and electric insecticides Innovations in insecticide coils to boost uptake Retail e-commerce emerges but faces challenges to progress in home insecticides

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