

Home Insecticides in Bulgaria

February 2024

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Home Insecticides in Bulgaria - Category analysis

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2023 DEVELOPMENTS

Home insecticides decline as consumers in cities use professional services

Many consumers view insecticide coils as inconvenient, dampening sales

Raid retains its lead through a wide offering of varied goods

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Retail volume sales rise, while value sales slow as price points stabilise

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Electric insecticides that are harmless to the environment drive growth

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DISCLAIMER

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