

# Home Insecticides in Chile

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home insecticides records highest increase in unit price within overall home care  
SC Johnson & Son dominates but is losing share to smaller players  
National player Empresas Demaria gains ground with its brand Killer

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Strong challenges are anticipated for home insecticides  
Spray/aerosol format is expected to remain the most popular option  
Players to increasingly focus on eco-friendly home insecticides

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DISCLAIMER

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