

# Home Insecticides in Nigeria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising prices lead to positive retail value growth, with home insecticides considered essential  
Major players lose volume sales as consumers opt for more affordable options  
Reckitt Benckiser partners with Spar to raise awareness of Malaria

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Positive growth due to affordable price points and multi-purpose offerings  
Consumers become increasingly concerned about toxic ingredients  
Traditional retailers drive sales through close proximity and affordable prices

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Home Care in Nigeria - Industry Overview

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DISCLAIMER

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