

Home Insecticides in Norway

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Chemical-based formulations are increasingly incompatible with environmental concerns
Higher retail price points dampen volume sales, but boost current value growth in 2023
Arvid Nordquist Norge AS stays on top thanks to the ubiquity of its Raid brand

PROSPECTS AND OPPORTUNITIES

Players will need to alleviate consumers' environmental and health concerns through the development of chemical-free products.
Preference for multifunctionality offers players an opportunity to boost value share in the years ahead
Challenging economic outlook bodes well for discounters and variety stores

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Home Care in Norway - Industry Overview

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DISCLAIMER

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