

# Home Insecticides in France

January 2023

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## Home Insecticides in France - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong growth of home insecticides in 2022 thanks to warm weather temperatures  
Further impacts from the EGAlim law lead to product reformulations  
SC Johnson remains key player in home insecticides, holding the top three brands

#### PROSPECTS AND OPPORTUNITIES

Home insecticides will see volume and value sales decline over the next five years  
Warmer temperatures due to climate change will help to support demand  
Ongoing rise in sustainability concerns alongside the reformulation of products

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