

Home Insecticides in Italy

January 2023

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Home Insecticides in Italy - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Extreme weather temperatures contribute to spreading sales of home insecticides, while environmental concerns are hard to uphold in this context

SC Johnson continues to lead sales amid increased marketing activity by Facco SpA

Conad grows its presence

PROSPECTS AND OPPORTUNITIES

Expected increase in home-based activity will present an opportunity for manufacturers, but increased product visibility is needed

Climate change is expected to fuel insect problems

Demand for more natural products set to increase

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DISCLAIMER

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