

# Home Insecticides in Norway

January 2023

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## Home Insecticides in Norway - Category analysis

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#### 2022 DEVELOPMENTS

Stable demand in 2022

Chemical-based formulations are incompatible with environmental concerns

Growing consumer focus on in-home air quality has negative impact on sales of spray/ aerosol insecticides

#### PROSPECTS AND OPPORTUNITIES

Players will need to alleviate consumers' environmental and health concerns through the development of chemical-free products

Competition from DIY alternatives will present a threat during the forecast period

Preference for multifunctionality gives players an opportunity to grow value share

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