

Home Insecticides in Slovenia

February 2023

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Home Insecticides in Slovenia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Multiple factors hamper demand for home insecticides
Insecticide baits is the only category to post growth in volume sales
Raid faces increasing competition but maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Total volume sales set to decline due to falling demand for spray/aerosol products
Electric insecticides projected to be the most dynamic performer
Distribution will continue to be concentrated in supermarkets and hypermarkets

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DISCLAIMER

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