



Euromonitor
International

Home Insecticides in Italy

February 2025

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Home Insecticides in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of moth proofers rise sharply while sales of electric insecticides benefit from efforts to tackle insect infestations

Spray/aerosol insecticides remain popular but environmental concerns put a dent in the category's sales

SC Johnson and Henkel retain a stronghold over sales of home insecticides with trusted brands

PROSPECTS AND OPPORTUNITIES

Home insecticides expected to face increased competition from outside the category

Insecticide coils rapidly falling out of fashion in the war on mosquitoes

Mosquitoes present a real threat to health as climate change takes its toll

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-insecticides-in-italy/report.