



Home Insecticides in Dominican Republic

February 2025

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Home Insecticides in Dominican Republic - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for home insecticides remains limited to middle- and high-income consumers
SC Johnson & Son Inc. maintains a strong lead but faces increasing pressure from lower-priced brands
Dominicans show growing interest in more subtle aromas

PROSPECTS AND OPPORTUNITIES

Brands will focus on tailored solutions, highlighting their effectiveness in combating endemic pests
New formulations to emphasise the use of more natural compounds
Local artisanal brands will seek to gain ground by adopting environmentally-friendly claims

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DISCLAIMER

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