



Home Insecticides in Saudi Arabia

February 2025

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Home Insecticides in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited demand for electric insecticides in 2024

Spray/aerosol formats as firm favourites, while Raid and Pif Paf maintain overall category leadership

Powder insecticides offer some advantages

PROSPECTS AND OPPORTUNITIES

Electric insecticides set to struggle

Sprays and aerosols will continue to rise though regulations represent challenges across the home insecticides category

Potential remains within powder insecticides, while health concerns could see greater investment in natural formulations

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DISCLAIMER

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