



Home Insecticides in Argentina

February 2025

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Home Insecticides in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong retail volume growth as mosquito-borne infections rise in 2024
Local producers of spray/aerosol insecticides avoid further cost increases during 2024
SC Johnson retains its lead, with a lack of serious competition from other players

PROSPECTS AND OPPORTUNITIES

Consumers' awareness of mosquito-related diseases is expected to drive ongoing growth
Spray/aerosol formats is set to drive the home insecticides sector forward
Eco-concerns are not expected to negatively impact home insecticides

CATEGORY DATA

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Home Care in Argentina - Industry Overview

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DISCLAIMER

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