

## **Home Insecticides in Tunisia**

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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### **Report description:**

The dominant format, spray/aerosol insecticides, continued to register the highest growth in retail volume and current value terms in 2023. This performance was driven by the enduring popularity, perceived fast and effective action and wide availability of these products. This format remained the go-to choice for consumers in Tunisia, supported by spray/aerosol insecticides being widely available and prominently featured in modern and traditional grocery retail channels. Companies active in home...

Euromonitor International's Home Insecticides in Tunisia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Electric Insecticides, Insecticide Baits, Insecticide Coils, Other Home Insecticides, Spray/Aerosol Insecticides.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home Insecticides market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Dominant spray/aerosol insecticides continues to see the highest growth in retail volume and value terms in 2023

Fierce competition at the top of the rankings

Influx of imported brands as players try to tap into a robust growth category

#### PROSPECTS AND OPPORTUNITIES

Spray/aerosol insecticides to continue to leverage convenience, effectiveness and wide availability

Hygiene and infestation concerns to boost the use of insecticide baits

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