

## **Home Insecticides in China**

Market Direction | 2023-01-24 | 16 pages | Euromonitor

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### **Report description:**

Electric insecticides dominate retail value sales of home insecticides, and are gaining popularity in China due to their efficacy. This category was also the only one to experience retail volume and current value growth in 2022. The convenience of electric insecticides, which are typically used to repel/kill mosquitoes, is valued by many consumers. Electric insecticides are more prevalent for family usage due to their low odour and 24-hour protection. Some consumer electronics companies, includi...

Euromonitor International's Home Insecticides in China 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 2027 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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High temperatures lead to declines in demand in two large home insecticides categories

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Insecticide coils will increasingly be shunned, replaced with more natural mosquito repellent liquids

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