

Home Insecticides in Croatia

Market Direction | 2023-01-24 | 15 pages | Euromonitor

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Report description:

Home insecticides was one of the better performers of home care products in 2022, with both current value and healthy volume growth. This was in spite of high inflation, stemming from the war in Ukraine, which has resulted in an energy crisis. The main factor underlying the healthy performance was the hot summer season of 2022, which led to more insects, which in turn led to increased demand for home insecticides.

Euromonitor International's Home Insecticides in Croatia 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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SC Johnson & Son retains dominance of home insecticides with wide product portfolio

Electric insecticides the only positive performer but high prices restrict overall size

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