

Home Insecticides in France

Market Direction | 2023-01-25 | 18 pages | Euromonitor

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Report description:

Sales in home insecticides rebound back to strength in 2022, following the slump seen in 2021. According to trade sources, July/August were not very good months for these products in 2021, as the weather plays a key role in the demand for home insecticides with warm temperatures stimulating the presence of insects. As such, the warm weather temperatures in France in 2022 favoured the spread of mosquitoes, flies, and other insects. Global warming also led to France experiencing a drought througho...

Euromonitor International's Home Insecticides in France 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

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reliable information resources to help drive informed strategic planning.

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Further impacts from the EGAlim law lead to product reformulations

SC Johnson remains key player in home insecticides, holding the top three brands

PROSPECTS AND OPPORTUNITIES

Home insecticides will see volume and value sales decline over the next five years

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