

## **Home Insecticides in Italy**

Market Direction | 2023-01-25 | 19 pages | Euromonitor

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### **Report description:**

The increasing frequency of high temperatures and periods of prolonged drought, followed by heavy showers, is believed to have encouraged the spread of insect infestations in Italy during the review period. In addition to the usual infestations in spring and summer, this extreme weather, thought to be driven by climate change, led to a proliferation of mosquitos and other insects during other periods of the year. Moreover, in 2022, Italians faced the additional threat of mosquitoes potentially c...

Euromonitor International's Home Insecticides in Italy 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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#### 2022 DEVELOPMENTS

Extreme weather temperatures contribute to spreading sales of home insecticides, while environmental concerns are hard to uphold in this context

SC Johnson continues to lead sales amid increased marketing activity by Facco SpA

Conad grows its presence

#### PROSPECTS AND OPPORTUNITIES

Expected increase in home-based activity will present an opportunity for manufacturers, but increased product visibility is needed

Climate change is expected to fuel insect problems

Demand for more natural products set to increase

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#### SOURCES

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