

## Home Insecticides in Guatemala

Market Direction | 2023-02-01 | 16 pages | Euromonitor

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### Report description:

Spray/aerosol insecticides continued to account for the overwhelming majority of value and volume sales in home insecticides in 2022. Guatemalan consumers consider these products to be safe and effective, and they are found in homes throughout the country. Spray/aerosol insecticides include a large variety of products, with brands such as Raid offering a wide range to target different insects. Electric insecticides registered higher value growth, however, although volume growth was on par with t...

Euromonitor International's Home Insecticides in Guatemala 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.

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Spray/aerosol insecticides remain the most popular, although electric insecticides registers higher value growth

SC Johnson retains the outright category lead

Industry players increasingly specialise producing products that eradicate specific insecticides

##### PROSPECTS AND OPPORTUNITIES

Climate change increases insect population

Consumers look for products with fewer toxic ingredients

Innovations focus on specific threats with more products designed to meet threats from the Zika, dengue and chikungunya viruses

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