

## **Home Insecticides in Norway**

Market Direction | 2023-01-01 | 17 pages | Euromonitor

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### **Report description:**

Demand for home insecticides remained relatively stable in 2022, as consumers continued to maintain high standards of sanitation and cleanliness in their homes, in the aftermath of the COVID-19 pandemic. Moreover, hotter than average summer temperatures influenced the outbreak of numerous insect types in Norway, supporting sales of household insecticides at this time of year.

Euromonitor International's Home Insecticides in Norway 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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January 2023

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Stable demand in 2022

Chemical-based formulations are incompatible with environmental concerns

Growing consumer focus on in-home air quality has negative impact on sales of spray/ aerosol insecticides

#### PROSPECTS AND OPPORTUNITIES

Players will need to alleviate consumers' environmental and health concerns through the development of chemical-free products

Competition from DIY alternatives will present a threat during the forecast period

Preference for multifunctionality gives players an opportunity to grow value share

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#### SOURCES

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