

Home Insecticides in Portugal

Market Direction | 2023-02-01 | 19 pages | Euromonitor

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Report description:

Home insecticides is another home care category where volume is in low negative figures and value is driven by inflation. Sales of home insecticides are driven by necessity based on climatic conditions which stimulate the presence of insects. In 2022, very hot weather but a lack of humidity in Portugal did not particularly favour sales, added to which the fire season in the country also negatively affected the prevalence of mosquitos and flies. According to Portugal Deforestation Rates and Stati...

Euromonitor International's Home Insecticides in Portugal 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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Climatic conditions somewhat dampen necessity for home insecticides in 2022

Electric insecticides remains the most dynamic subcategory, with Raid maintaining its top place

Manufacturers aim to innovate despite strong legal limitations

PROSPECTS AND OPPORTUNITIES

Sales expected to remain flat and consistent, being dependent on seasonal conditions

Polarised trends expected, from discounting and promotional activities to more eco-friendly and premium products

E-commerce set to support sales, while medium-sized local retailers will cannibalise sales from hypermarkets and traditional small stores

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