

Home Insecticides in Kazakhstan

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

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Report description:

Home insecticides is showing increasing volume growth in 2022, which is expected to also continue over the forecast period at a stable rate; in addition to the robust value growth which is supported by inflationary pressures and the rising costs of manufacturing, transport, and logistics overall. This applies to both global giant brands, along with Russian brands (note that Kazakhstan still trades with Russia). Volume, on the other hand, is supported by the favourable weather conditions seen in...

Euromonitor International's Home Insecticides in Kazakhstan 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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Home insecticides sees stable volume as well as inflationary-driven value growth, with weather conditions favouring sales
SC Johnson retains lead in home insecticides, with limited other options available and consumers lacking confidence in cheap local brands

Spray/aerosol formats remain popular in home insecticides, but modern formats are on the rise

PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by an increase in population and high average annual temperatures

Environmental and health and wellness trends may ultimately influence high-income urban consumers

Competition between brands may intensify due to increased presence of private label

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