

## Home Insecticides in India

Market Direction | 2023-02-15 | 17 pages | Euromonitor

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### Report description:

In 2022, although current value sales of home insecticides continued to rise, retail volume sales turned to decline. In this year, the reduced severity of the pandemic impacted consumer demand for home insecticides as fear of the virus subsided. Meanwhile, the focus on maintaining a clean and hygienic environment, stimulated by the pandemic, and government-backed local agencies spraying hotspots with insecticides to kill mosquitoes, limited insect proliferation and thus demand. Moreover, the hei...

Euromonitor International's Home Insecticides in India 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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Euromonitor International

February 2023

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Mosquito repellent sticks negatively impact demand for insecticide coils

Manufacturers leverage promotional campaigns to try and drive uptake of electric home insecticides

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