

Home Insecticides in Indonesia

Market Direction | 2024-02-21 | 19 pages | Euromonitor

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Report description:

Situated in the tropics, Indonesia perpetually contends with the demand for home insecticides. This product category saw another upswing in 2023, and the positive trajectory is likely to continue. The surging cases of dengue fever in the country have particularly underscored the importance of these products and, indeed, the Indonesian government has been actively promulgating awareness of the perils of dengue fever, a tropical ailment instigated by the dengue virus and propagated by mosquitoes.

Euromonitor International's Home Insecticides in Indonesia 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 2028 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

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reliable information resources to help drive informed strategic planning.

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Strong demand for home insecticides in Indonesia, due to tropical climate

Shift to more electric and spray/aerosol formats, away from traditional coils

Competition remains tight between Baygon and HIT

PROSPECTS AND OPPORTUNITIES

Upwards trajectory expected to continue, with e-commerce and convenience stores emerging as notable sales channels

Electric insecticides will maintain robust value and volume growth

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