

## **Home Insecticides in Ireland**

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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### **Report description:**

Retail value growth recorded double-digit sales in 2023, driven by rising price points and ongoing demand for insecticides. In 2023, Ireland's summer was the fifth warmest on record. This created conditions conducive to the spread of insects, consequently aiding sales of home insecticides. Consequently, while other home care products saw retail volume sales challenged in 2023, sales in home insecticides remained positive, with strong volume growth in electric insecticides and spray/aerosol forma...

Euromonitor International's Home Insecticides in Ireland 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 reliable information resources to help drive informed strategic planning.

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Spray/aerosol insecticides lead sales, viewed as being the most effective product

Garden centres increase its share of sales during 2023

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