

## **Home Insecticides in Mexico**

Market Direction | 2024-02-21 | 17 pages | Euromonitor

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### **Report description:**

Continuing the positive performance seen over recent years, home insecticides saw retail volume and current value growth in 2023. Consumers continued to try and maintain high standards of sanitisation and cleanliness in their homes, including eradicating potentially disease-carrying insects. Moreover, with consumers spending more time socialising outdoors with family and friends, the purchasing of home insecticides became more relevant. Growth was driven primarily by the largest two categories,...

Euromonitor International's Home Insecticides in Mexico 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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HOME INSECTICIDES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue to focus on hygiene in their living environment  
Brands bet on natural ingredients and scents to differentiate and attract consumers  
Brands focus on their efficacy against dengue-transmitting mosquitoes as cases rise

PROSPECTS AND OPPORTUNITIES

Innovation likely to come in the form of packaging improvements  
Further eco-friendly brands likely to be launched and attract customers  
High potential for retail e-commerce

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