

Home Insecticides in Norway

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

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Report description:

Sales of home insecticides were dominated by spray/aerosol insecticides again in 2023. However, these products are increasingly at odds with environmental concerns due to their chemical-based formulations. Indeed, a growing number of Norwegian consumers are rejecting the use of chemicals in their homes and, as such, view home insecticides as harmful to their personal health and wellbeing. Consequently, there has been a noticeable shift towards chemical-free, natural alternatives, including home-...

Euromonitor International's Home Insecticides in Norway 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Chemical-based formulations are increasingly incompatible with environmental concerns

Higher retail price points dampen volume sales, but boost current value growth in 2023

Arvid Nordquist Norge AS stays on top thanks to the ubiquity of its Raid brand

PROSPECTS AND OPPORTUNITIES

Players will need to alleviate consumers' environmental and health concerns through the development of chemical-free products.

Preference for multifunctionality offers players an opportunity to boost value share in the years ahead

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