

Home Insecticides in Kenya

Market Direction | 2024-03-07 | 15 pages | Euromonitor

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Report description:

There was a growing demand for home insecticides in Kenya in 2023. This was especially visible amongst the burgeoning urban population, supported by a rise in the disposable incomes of the country's growing middle-class consumer base. With improving lifestyles, these consumers were more inclined to look for safer and more modern insecticide methods to use in their homes, thereby shifting away from traditional methods, such as the use of mosquito nets and mosquito coils. Despite the harsh economi...

Euromonitor International's Home Insecticides in Kenya 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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