

Home Insecticides in India

Market Direction | 2024-03-28 | 17 pages | Euromonitor

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Report description:

In 2023, sales of home insecticides continued to rise in retail current value terms, due to factors such as changing consumer preferences and weather conditions. Consumers have increasingly been trading up from cheaper variants, such as insecticide coils, to premium offerings, including electric and spray/aerosol insecticides, since they are considered less hazardous to health, and to have better efficacy. The growing consumer focus on maintaining a clean and hygienic environment also supported...

Euromonitor International's Home Insecticides in India 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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Value sales of home insecticides continue on a positive trajectory in 2023

Godrej maintains dominance through the launch of new format innovations

Insecticide coils loses favour as consumers shift to other formats

PROSPECTS AND OPPORTUNITIES

Steady value growth expected in the forecast period on account of premiumisation

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