

## **Home Insecticides in Argentina**

Market Direction | 2025-02-05 | 17 pages | Euromonitor

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### **Report description:**

In 2024, home insecticides in Argentina witnessed retail value sales growth of 274%, while retail volume saw 7% growth. While most home care categories experienced sharp declines in volume sales, driven by reduced disposable income and high inflation, the home insecticides segment saw significant growth. The increase in sales volume was largely due to a record number of mosquito-borne infections.

Euromonitor International's Home Insecticides in Argentina 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 2029 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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Strong retail volume growth as mosquito-borne infections rise in 2024

Local producers of spray/aerosol insecticides avoid further cost increases during 2024

SC Johnson retains its lead, with a lack of serious competition from other players

##### PROSPECTS AND OPPORTUNITIES

Consumers' awareness of mosquito-related diseases is expected to drive ongoing growth

Spray/aerosol formats is set to drive the home insecticides sector forward

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