

Home Insecticides in Brazil

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

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Report description:

Facing a sanitary crisis in 2024, with one of the worst dengue outbreaks in history, home insecticides in Brazil saw higher growth in retail volume terms than in the previous year, and maintained dynamic growth in retail current value terms, as consumers aimed to protect their household. Nevertheless, growth rates could have been higher, since to some extent sales were cannibalised by insect repellent body lotions, which saw strong growth in 2024, and even faced stock issues, with the main compo...

Euromonitor International's Home Insecticides in Brazil 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2025

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HOME INSECTICIDES IN BRAZIL

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2024 DEVELOPMENTS

Dengue outbreaks drive the consumption of home insecticides
Strong concentration amongst the leading brands imposes strong barriers to entry
Electric insecticides once again replace cheaper solutions

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Dengue expected to remain a public health concern in Brazil, which will drive growth
Fiercer competition expected for the coming years
Family-friendly claims expected to gain more space

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