

Home Insecticides in Dominican Republic

Market Direction | 2025-02-06 | 17 pages | Euromonitor

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Report description:

The market for household insecticides in the Dominican Republic showed modest growth in retail volume terms in 2024, with such products being purchased mainly by middle- and high-income demographics. Among lower-income consumers, these offerings tend to be perceived as non-essential and hence are not purchased regularly. This behaviour characteristic has been even more noticeable in recent years, given ongoing inflationary pressures.

Euromonitor International's Home Insecticides in Dominican Republic 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.

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SC Johnson & Son Inc. maintains a strong lead but faces increasing pressure from lower-priced brands

Dominicans show growing interest in more subtle aromas

PROSPECTS AND OPPORTUNITIES

Brands will focus on tailored solutions, highlighting their effectiveness in combating endemic pests

New formulations to emphasise the use of more natural compounds

Local artisanal brands will seek to gain ground by adopting environmentally-friendly claims

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