

Home Insecticides in Italy

Market Direction | 2025-02-05 | 20 pages | Euromonitor

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Report description:

Sales of home insecticides saw positive growth in current value terms in 2024, with electric insecticides holding the largest share of sales, followed by other home insecticides. The increasing frequency of high temperatures and periods of prolonged drought, followed by heavy showers, is believed to have encouraged the spread of insect infestations in Italy during the review period. In addition to the usual infestations in spring and summer, this extreme weather, thought to be driven by climate...

Euromonitor International's Home Insecticides in Italy 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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Sales of moth proofers rise sharply while sales of electric insecticides benefit from efforts to tackle insect infestations

Spray/aerosol insecticides remain popular but environmental concerns put a dent in the category's sales

SC Johnson and Henkel retain a stronghold over sales of home insecticides with trusted brands

PROSPECTS AND OPPORTUNITIES

Home insecticides expected to face increased competition from outside the category

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