

## **Home Insecticides in Romania**

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

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### **Report description:**

Home insecticides saw retail value sales grow in current terms in Romania in 2024, influenced by climate change patterns, a rising number of households infested with bed bugs and growing consumer awareness of the available products. Aggressive marketing support (especially for brands such as Aroxol and Raid) has also contributed to the positive evolution of the home insecticides category. However, growth was below the category's potential as the high rate of inflation seen in 2023 has deterred c...

Euromonitor International's Home Insecticides in Romania 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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