

Home Insecticides in Turkey

Market Direction | 2025-02-06 | 18 pages | Euromonitor

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Report description:

In 2024, retail value sales grow by 71% in home insecticides in Turkey while retail volume growth was positive in both electric insecticides and spray/aerosol insecticides. The surge in sales can largely be attributed to the significant rise in insect and mosquito populations over the past two years, which experts attribute to changing climatic conditions. The global climate crisis has resulted in drier conditions in some regions and wetter conditions in others, contributing to increased rainfall...

Euromonitor International's Home Insecticides in Turkey 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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The rising insect population in Turkey supports retail volume growth for home insecticides

Electric insecticides lead retail volume growth as consumers appreciate the products safety

Substantial increase in the average unit prices of home insecticides in 2024

PROSPECTS AND OPPORTUNITIES

Turkey's expanding population and the rising number of households is set to support ongoing demand

Continued growth is expected for electric insecticides, while bait sales are set to decline

There is anticipated to be strong growth for retail e-commerce as consumers prioritise convenience

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