

Global Home Insecticides Consumption

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Abstracts

Home insecticides are a non-standard category within home care. Sales are influenced by a different set of drivers to other categories; climate plays a key role in determining where sales are most developed or why sales are strong in one year or in one territory. The perceived threat posed by insects (real or otherwise) is vital to determining sales. An indication of the non-standard nature sees the majority of sales emanate from emerging markets, a feature peculiar to insecticides.

Euromonitor International's Global Home Insecticides Consumption global briefing offers an insight into to the size and shape of the Home Care market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within home care, analyses leading companies and brands and offers strategic analysis of major factors influencing the market - be they new product developments, packaging/ format /ingredients innovations, economic/lifestyle/environmental influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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 Care 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.

Contents

Global Home Insecticides Consumption
Euromonitor International
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Introduction
Global Overview
Competitive Environment
Category Analysis
Spray Insecticides
Electric Insecticides
Coils
Baits
Others
Conclusion
Report Definitions

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