

# Home Insecticides in Romania

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## Abstracts

Despite strong pressure on consumer purchasing power and soaring retail current unit prices, home insecticides registered a retail volume sales increase in 2023. While marginal overall, all categories, bar the mature spray/aerosol format, posted retail volume sales growth at the end of the review period. While the performance of the dominant spray/aerosol format dampened the overall performance, other types gained traction and momentum. Importantly, the bed-bugs hysteria in late 2023 led to a sp...

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 2028 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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