

Home Insecticides in Portugal

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Abstracts

Home insecticides saw a slight fall in volume sales in 2023, with value growth mainly due to increasing prices and the fact that the electric segment put in a relatively strong performance. Despite the long and hot summer seen in the country in 2023, which may have been assumed to offer strong growth opportunities for the category, home insecticides' performance was hampered by very dry, hot waves that did not favour the expansion of the mosquito population.

Euromonitor International's Home Insecticides in Portugal 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.

Contents

Home Insecticides in Portugal
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LIST OF CONTENTS AND TABLES

HOME INSECTICIDES IN PORTUGAL
KEY DATA FINDINGS

2023 DEVELOPMENTS

Long, hot summer fails to drive volume growth
Private label investment in the category is paying off
Electric options gain in popularity

PROSPECTS AND OPPORTUNITIES

Climate change and travelling will support the need for insecticides
Innovation requires high costs
Small brands have limited growth opportunities

CATEGORY DATA

Table 1 Sales of Home Insecticides by Category: Value 2018-2023
Table 2 Sales of Home Insecticides by Category: % Value Growth 2018-2023
Table 3 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023
Table 4 NBO Company Shares of Home Insecticides: % Value 2019-2023
Table 5 LBN Brand Shares of Home Insecticides: % Value 2020-2023
Table 6 Forecast Sales of Home Insecticides by Category: Value 2023-2028
Table 7 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

HOME CARE IN PORTUGAL

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 8 Households 2018-2023

MARKET DATA

Table 9 Sales of Home Care by Category: Value 2018-2023

Table 10 Sales of Home Care by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Home Care: % Value 2019-2023

Table 12 LBN Brand Shares of Home Care: % Value 2020-2023

Table 13 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 14 Distribution of Home Care by Format: % Value 2018-2023

Table 15 Distribution of Home Care by Format and Category: % Value 2023

Table 16 Forecast Sales of Home Care by Category: Value 2023-2028

Table 17 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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