

Home Insecticides in Portugal

<https://marketpublishers.com/r/H22F1DED205EN.html>

Date: February 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: H22F1DED205EN

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.

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Euromonitor International
February 2024

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