

Insecticides in Brazil

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Abstracts

Market expansion of insecticides can be attributed, in large part, to improved economic conditions among lower income demographics. The emerging middle class or, Class C, is responsible for most sales of insecticides. According to ABRAS (Brazilian Supermarkets Association) this demographic is currently responsible for 39.5% of insecticides sales.

Euromonitor International's Insecticides in Brazil 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 2015 illustrate how the market is set to change.

Product coverage: Electric Insecticides, Insecticide Baits, Insecticide Coils, Other 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 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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After Decades of Deliberations the National Policy on Solid Waste Is Approved

Sales of Home Care Products Driven by Middle Class Women With Rising Income

Anti-bacterial Products Gain Popularity Over Traditional Disinfectants

New Ruling Expected for Disinfectants, Detergents and Insecticides Labels

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Emerging Middle Class Women Drive Sales of Home Care Products

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