

Insecticides in Vietnam

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Abstracts

During the review period, insecticides was one of the most necessary products in each household in Vietnam due to its hot and humid weather. Vietnamese consumers had various choices of types and brands depending on their volume usage and income. Low-income consumers in rural areas could choose insecticide coils and spray/aerosol insecticides at an affordable price manufactured by local companies. High-income consumers could purchase electric insecticides and spray/aerosol insecticides produced...

Euromonitor International's Insecticides in Vietnam 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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Growth Due To Increased Awareness of Hygiene

Private Label Has Stronger Presence

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Modern Distribution Channels Grow Gradually

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Key Trends and Developments

Growth Boosted by Increasing Awareness of Hygiene and Cleanliness

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