

Profound Research and Investment Prospect of China's Hygienic Insecticide Market, 2012-2016



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Family use and public health are the main markets of hygienic insecticide, accounting for 93.3% and 6.7% respectively. In 2011, the total retail sales amount of China's hygienic insecticide product has exceeded CNY 25 billion; the products are sold in 31 provinces, municipalities and autonomous regions. China has become a major country to produce and use hygienic pesticide. The industrial backbone enterprises are Zhongshan Lanju, Jiangsu Yangnong, Shanghai Johnson, Zhejiang Zhengdian, Guangzhou Liby, Hebei Konda, Zhejiang HMS, Chengdu Rainbow, Zhongshan Aestar and so on. These enterprises own large production scale, high technical level and wide market influence.

Affected by economic globalization and global warming trend, the pest control market will be further expanded. Compared with the international situation, the pesticide usage in China's public health field is relatively low and there is still much room for improvement; on the other hand, the per capita pesticide usage in China is less than on tenth of the global per capita usage; with the continuous improvement of people's living standard, the demand for pesticides will continue to improve. It is estimated that the sales growth rate of China's insecticide and rodenticide will more than 10% in the next five to ten years.

Currently, there are many enterprises engaged in the production of hygienic insecticide; the competition is fierce and the variety of product is similar. The investment to R&D of new products is low and the processing process cannot achieve a high degree of automation. Faced with the fierce competitive market, we suggest that the manufacturing enterprises should to strengthen technical innovation, including variety innovation and product processing innovation, dosage forms and preparation innovation; equipment and packaging innovation; innovation of quality technical indicator measuring method and detection method. The enterprises should walk on the road of green development and develop new hygienic insecticides with efficient performance and low toxicity.

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