

# **Household Insecticides Market Report by Product Type (Sprays, Electric Vaporizers, Mosquito Coils, Baits, and Others), Composition (Natural, Synthetic), Packaging (Small, Medium, Large), Application (Cockroaches, Ants, Flies & Moths, Mosquitoes, Rats & Rodents, Bedbugs & Beetles, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, General Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global household insecticides market size reached US\$ 16.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 30.1 Billion by 2032, exhibiting a growth rate (CAGR) of 6.5% during 2024-2032. The market is experiencing steady growth driven by the escalating demand for pest control solutions due to global urbanization, the rising shift towards eco-friendly and natural products is influencing market trends and continuous technological advancements in product formulations and application methods.

Household Insecticides Market Analysis:

**Market Growth and Size:** The global market is witnessing substantial growth, driven by increasing urbanization, health awareness, and demand for eco-friendly products. The market's expansion is further supported by the rising need to combat insect-borne diseases, propelling both the size and the growth trajectory of the industry.

**Technological Advancements:** Innovations in the sector, particularly in eco-friendly and health-safe formulations, are revolutionizing the market, with advancements aimed at enhancing efficacy and minimizing environmental impact. These technological strides

are catering to the growing consumer demand for sustainable and effective solutions, driving market differentiation and value addition.

**Industry Applications:** The products find extensive applications in residential settings, predominantly for controlling pests, improving hygiene, and preventing disease. The industry caters to a wide range of needs, from mosquito repellents to multi-insect killers, reflecting varied consumer demands and usage patterns.

**Key Market Trends:** A significant trend is the shift towards natural and organic insecticides, driven by consumer preferences for safer, non-toxic products and the industry's response to stringent regulatory standards. Another notable trend is the increasing consumer inclination towards innovative, user-friendly delivery formats such as sprays, electric diffusers, and baits.

**Geographical Trends:** The market shows robust growth in emerging economies, particularly in Asia-Pacific and Africa, where urbanization, climate factors, and heightened awareness of health risks from insect fuel demand. Developed regions maintain steady market demand, with innovation and product diversification being key growth strategies.

**Competitive Landscape:** The market is competitive, with key players focusing on innovation, strategic partnerships, and geographical expansion to consolidate their market presence. The competitive dynamics are influenced by the introduction of novel products, regulatory compliance, and marketing strategies that resonate with changing consumer preferences.

**Challenges and Opportunities:** The industry faces challenges such as regulatory constraints, rising consumer skepticism towards chemical insecticides, and the need for constant innovation. However, these challenges also present opportunities for market players to invest in research and development, embrace bio-insecticides, and adapt to shifting consumer trends towards sustainable and health-conscious products.

#### Household Insecticides Market Trends:

Rapidly increasing urbanization

The global market is significantly driven by rising urbanization across various regions. As urban areas expand, the density of human populations increases, leading to more waste generation and stagnant water bodies, which become ideal breeding grounds for pests. These conditions necessitate the adoption of insecticides to maintain hygiene and health standards, preventing insect-borne diseases. Urban lifestyles also promote the demand for convenient, ready-to-use insecticide formulations, propelling market growth. Moreover, the urban demographic tends to have higher awareness and affordability for such products, further augmenting market expansion. This trend is particularly noticeable in emerging economies, where rapid urbanization is

accompanied by growing middle-class populations seeking improved living conditions.

### Growing health awareness and disease prevention

Enhanced awareness regarding health, hygiene, and the importance of a clean living environment has become a pivotal factor fueling the demand for household insecticides. Along with this, the rising incidence of insect-borne diseases such as malaria, dengue, and Zika virus is increasing the focus on preventive measures. Consumers are increasingly informed about the health implications of insect infestations and are adopting these insecticides to safeguard their living spaces. This preventive approach is supported by various health organizations promoting the use of insecticides as a crucial step in combating vector-borne diseases. Consequently, the market is witnessing a rise in demand for products that are effective, safe, and environmentally friendly, steering innovations in formulation and delivery methods in the sector.

### Innovation and eco-friendly solutions

The market is experiencing a transformative shift driven by consumer preference for innovative and eco-friendly solutions. There is a growing demand for products that are effective against pests and also safe for humans and minimally impactful on the environment. This is leading to significant advancements in product formulations, with manufacturers increasingly focusing on natural ingredients and sustainable practices. Bio-insecticides and products formulated with plant extracts are gaining traction, appealing to health-conscious consumers and those concerned with environmental sustainability. These innovations are supported by stringent regulatory frameworks that mandate reduced chemical usage and lower toxicity levels, encouraging the development of safer, more eco-conscious insecticide options, thereby propelling market growth.

### Household Insecticides Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product type, composition, packaging, application and distribution channel.

### Breakup by Product Type:

Sprays

Electric Vaporizers

Mosquito Coils

Baits

Others

Sprays account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sprays, electric vaporizers, mosquito coils, baits, and others. According to the report, sprays accounted for the largest market share.

Breakup by Composition:

Natural

Citronella Oil

Geraniol

Others

Synthetic

N,N-Diethyl-Meta-Toluamide (DEET)

Hydroxyethyl Isobutyl Piperidine Carboxylate (Picaridine)

Others

A detailed breakup and analysis of the market based on the composition have also been provided in the report. This includes natural (citronella oil, geraniol, and others, and synthetic (N,N-Diethyl-Meta-Toluamide (DEET), Hydroxyethyl Isobutyl Piperidine Carboxylate (Picaridine), and others.

Breakup by Packaging:

Small

Medium

Large

Small holds the largest share of the industry

The report has provided a detailed breakup and analysis of the market based on the packaging. This includes small, medium, and large. According to the report, small accounted for the largest market share.

Breakup by Application:

- Cockroaches
- Ants
- Flies & Moths
- Mosquitoes
- Rats & Rodents
- Bedbugs & Beetles
- Others

Mosquitoes holds the largest share of the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes cockroaches, ants, flies & moths, mosquitoes, rats & rodents, bedbugs & beetles, and others. According to the report, mosquitoes accounted for the largest market share.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- General Stores
- Online Stores
- Others

Supermarkets and hypermarkets holds the largest share of the industry

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, general stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Breakup by Region:

- North America
- United States
- Canada
- Asia Pacific
- China
- Japan
- India

South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

North America leads the market, accounting for the largest household insecticides market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Amplecta AB  
BASF SE  
Bayer AG  
Dabur India Limited  
Earth Corporation  
Godrej Consumer Products Limited  
HPM Chemicals & Fertilizers Ltd.

Jyothy Laboratories Ltd.  
NEOGEN Corporation  
Reckitt Benckiser Group plc  
S. C. Johnson & Son, Inc.  
Spectrum Brands Holdings, Inc.  
Sumitomo Chemical Co., Ltd.  
Zapi S.p.A.  
Zhongshan Lanju Daily Chemical Industry Co Ltd.

### Key Questions Answered in This Report

1. How big is the global household insecticides market?
2. What is the expected growth rate of the global household insecticides market during 2024-2032?
3. What are the key factors driving the global household insecticides market?
4. What has been the impact of COVID-19 on the global household insecticides market?
5. What is the breakup of the global household insecticides market based on the product type?
6. What is the breakup of the global household insecticides market based on the packaging?
7. What is the breakup of the global household insecticides market based on the application?
8. What is the breakup of the global household insecticides market based on the distribution channel?
9. What are the key regions in the global household insecticides market?
10. Who are the key players/companies in the global household insecticides market?

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