

Market Analysis: Natural Household Insecticides Market, Nail-free Hook Market, Baby Play Mats Market for 2023-2030

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SEATTLE, WASHINGTON, USA, July 14, 2023 /EINPresswire.com/ -- The Natural Household Insecticides Market is expected to grow from USD 1.40 Billion in 2022 to USD 2.00 Billion by 2030, at a CAGR of 4.80% during the forecast period. The Natural Household Insecticides market has seen significant growth in recent years, and this trend is expected to continue over the forecast period. The target market for Natural Household Insecticides includes residential consumers, commercial establishments, and public institutions such as schools and hospitals. The increasing awareness among consumers of the potential health hazards associated with chemical insecticides has led to the growing demand for natural household insecticides. The major factors driving revenue growth of the Natural Household Insecticides market include the rising prevalence of insect-borne diseases, the increasing awareness of the harmful effects associated with chemical insecticides, and the growing demand for eco-friendly and sustainable products. Additionally, the growing consumer preference towards natural and organic products and the ease of availability of natural insecticides have also contributed to the growth of this market.

There are various types of natural household insecticides available in the market, including:

- Sprays
- Liquids

Natural insecticide sprays are typically made from essential oils such as peppermint, clove, or eucalyptus, which are known to have strong insect-repellent properties. These sprays can be used to kill household insects such as ants, cockroaches, and mosquitoes while being safe for humans and pets. Liquid insecticides, on the other hand, come in the form of concentrated solutions that need to be diluted with water before use. These are typically made from natural ingredients like citrus extracts, which can effectively control insect populations in and around the house. Other natural insecticides, such as bait traps, can also be effective at eliminating pests without the use of harsh chemicals.

The application of natural household insecticides in supermarkets, pharmacies, department

stores, and online retailers is extensive. Natural household insecticides are used in these stores to provide an alternative to chemical insecticides. The use of natural household insecticides is growing each year as more people become environmentally conscious. Consumers are looking for products that are safe, non-toxic, and eco-friendly, and natural household insecticides meet these criteria. These stores offer a range of natural household insecticides, including sprays, baits, and traps, for the control of insects such as mosquitoes, ants, cockroaches, and flies.

North America and Europe are also expected to witness significant growth in the Natural Household Insecticides market due to growing concerns over the use of chemical insecticides and the increasing popularity of eco-friendly and sustainable products. The market share percentage valuation of the Natural Household Insecticides market is projected to grow at a CAGR of around 4.80% in these regions. Similarly, the Middle East and Africa, and South America regions are expected to see a rising demand for natural insecticides in the household segment, with market share percentage valuations projected to grow at CAGRs of around 4% and 5%, respectively, during the forecast period. The increasing adoption of natural and organic products among consumers in these regions is driving the growth of the Natural Household Insecticides market.

The global natural household insecticides market is highly competitive due to the presence of both established and emerging players. The key players in this market are S. C. Johnson & Son, Godrej Consumer Products, Bonide Products, Pelgar International, Jyothy Laboratories, Sumitomo Chemical, and Kittrich Corporation.

Sales revenue figures for some of these companies are as follows:

- S. C. Johnson & Son: \$10.3 billion (2019)
- Godrej Consumer Products: \$1.6 billion (2019)
- Sumitomo Chemical: \$19.4 billion (2019)

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The Nail-free Hook Market is expected to grow from USD 1.10 Billion in 2022 to USD 1.30 Billion by 2030, at a CAGR of 3.10% during the forecast period. The Nail-free Hook market targets a wide range of consumers who prefer simple and easy-to-use alternatives to traditional nail and screw-based hooks. These hooks are commonly used in households, offices, and other public spaces to hang various objects, including pictures, frames, and decorations. The major factors driving revenue growth of the Nail-free Hook market include their convenience, ease of use, and versatility. These hooks are designed to be used on any surface, including wood, drywall, and tiles, without causing any damage. Additionally, they are reusable and can be easily removed without leaving any marks or residue.

The nail-free hook market is expected to witness significant growth in the forecast period of 2023 to 2030. North America is expected to be the largest market for nail-free hooks due to the high disposable income and growing demand for home decor and interior design. On the other hand, Asia-Pacific is expected to be the fastest-growing region due to the increasing urbanization and rising demand for convenience and easy-to-install products. Europe is expected to witness a steady growth rate due to the growing trend of minimalistic design and sustainability. The USA and China are expected to be major contributors to the growth of the nail-free hook market due to the high demand for home improvement and renovation products.

Some of the key players operating in the nail-free hook market include Tesa, Command (3M), TAILI Group, IKEA, Hillman Group, Chahua Modern Housewares, TARO Industrial, and others. These companies offer a wide range of products designed to cater to the diverse needs of customers.

TARO Industrial, based in Taiwan, provides a range of solutions for hanging pictures, frames, and other decorative items. The company's products are known for their durability and ease of use, making them popular among homeowners and businesses. In 2020, Tesa reported a sales revenue of EUR 1.5 billion, while Command (3M) reported sales revenue of USD 32.2 billion. IKEA, on the other hand, reported sales revenue of EUR 39.6 billion for the fiscal year 2020.

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The Baby Play Mats Market is expected to grow from USD 949.70 Million in 2022 to USD 1495.30 Million by 2030, at a CAGR of 6.70% during the forecast period. The Baby Play Mats market primarily targets parents and caregivers of infants and toddlers who are looking for a safe and engaging play space for their children. The target market also includes educational institutions such as daycare centers and preschools, which require play mats for group play. The increasing number of working parents and the rise in nuclear families have increased the demand for baby play mats that provide a safe and comfortable environment for infants to play independently. The major factors driving revenue growth of the Baby Play Mats market include the increasing awareness about the benefits of play for child development, such as improved motor skills, cognitive development, and social interaction. Additionally, the introduction of innovative designs and materials, such as foam and puzzle mats, have enhanced the appeal and functionality of the play mats, further driving demand. The inclusion of interactive features like toys, music, and lights has also contributed to the growth of the market.

As for the market share percent valuation, the Asia-Pacific region is projected to hold the largest share, accounting for more than 40% of the Baby Play Mats market by 2025. North America and Europe are also estimated to have significant market shares of around 25% and 20%, respectively, during the forecast period. Latin America and the Middle East and Africa are expected to witness moderate growth in the baby play mats market due to the increasing awareness about early childhood development and the rising adoption of Western lifestyle habits.

Infantino, Parklon, ALZIPmat, Dwinguler, Ggumbi, Fisher-Price, Ifam, Tiny Love, Skip Hop, Munchkin and Bear, Ashtonbee, Pehr, Freddy & Co, Little Wiwa, Kulinya are the major companies operating in the market. These companies are continuously innovating their products and developing user-friendly play mats to attract more customers.

The sales revenue figures of a few of the above-listed companies are as follows:

- Fisher-Price - \$4.4 Billion
- Skip Hop - \$150 Million
- Munchkin and Bear - \$100 Million

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