

Household Insecticide Market worth \$17.10 billion by 2030, growing at a CAGR of 7.21% - Exclusive Report by 360iResearch

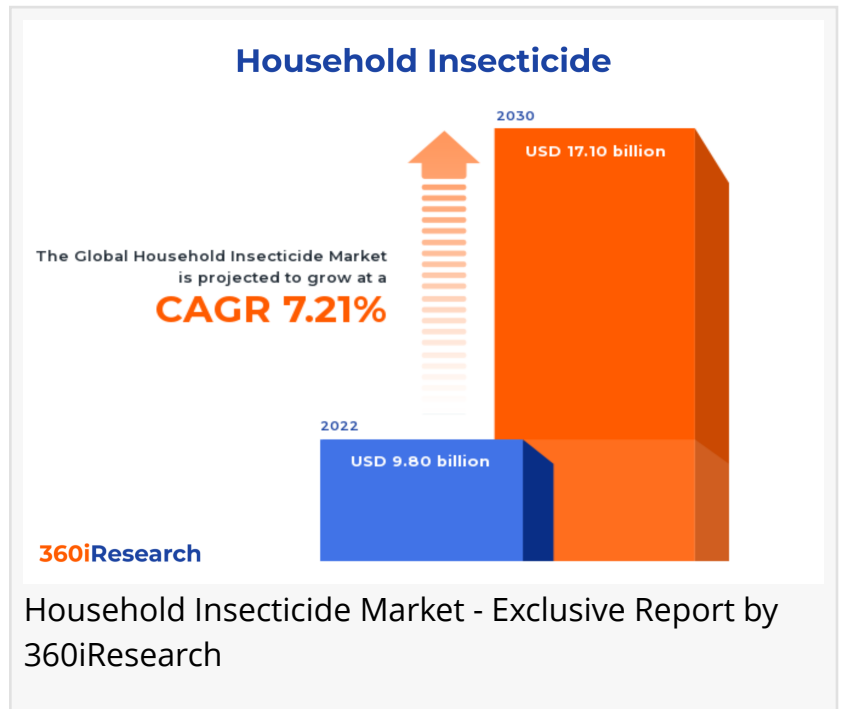
The Global Household Insecticide Market to grow from USD 9.80 billion in 2022 to USD 17.10 billion by 2030, at a CAGR of 7.21%.

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-- The "[Household Insecticide Market](#) by Insect Type (Ants, Cockroaches, Flies & Moths), Form (Liquid, Powdered Granule, Sprays), Source, Distribution - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

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Household insecticide encompasses products and solutions designed to control or eliminate insects threatening human health, comfort, or property. Household insecticide includes various forms and applications such as aerosols, sprays, powders, repellents, traps, and baits for managing pests, including mosquitoes, ants, cockroaches, flies, and other household insects. The increased urbanization and changing living conditions create suitable breeding grounds for insects, improving the prevalence of vector-borne diseases worldwide. Rising awareness about vector-borne diseases, including dengue fever and malaria, with government health initiatives promoting public awareness regarding insecticides has encouraged the demand for household insecticides. The issues associated with overuse or improper usage, stringent regulations aimed at reducing environmental damage, and potential health hazards from hazardous chemicals in insecticides negatively impact household insecticide usage. Moreover, the issues associated with



the rapid growth of insecticide resistance in vectors create challenges for adopting insecticides. However, innovation in eco-friendly solutions, integrated pest management, and tailored product formulations addressing regional requirements or specific pest species are expanding the scope for household insecticides. In addition, technological advancements, including nanotechnology or smart release systems for improved efficacy and packaging innovations, are expected to create lucrative opportunities for the household insecticides market in the coming years.

Insect Type: Increasing prevalence of infectious disease spread by mosquitoes

Ant insecticides, including baits and gels, sprays, and dust formulations, are widely utilized on need-based preference. The primary solutions for cockroach infestations include baits, aerosol sprays, and gel formulations. Consumers prefer gel-based products as they provide long-term control with low odor profiles. Flies and moths are controlled using household insecticide products, including sticky traps and sprays. Mosquitoes pose significant health risks due to their role in transmitting infectious diseases, including malaria, dengue fever, and Zika virus. The primary solutions for mosquito control are repellents, larvicides, and space sprays. As per need-based preferences, consumers opt for repellents in the form of lotions or sprays for personal protection. The primary solutions for rodent control include rodenticides and repellents.

Distribution: Wider adoption of offline distribution channels for personalized assistance before purchase

Offline distribution channels for household insecticides include supermarkets, hypermarkets, department stores, specialty stores, and drug stores. Consumers who prefer physical retail outlets value the ability to see and feel products before making a purchase decision. Additionally, they may benefit from personalized assistance offered by store staff. Online shopping for household insecticides has gained popularity among users seeking convenience, competitive pricing, and a broader range of products. Consumers can easily compare and contrast prices, read reviews, and have their purchases directly delivered to their homes.

Source: Growing demand for synthetic insecticides for maximum potency against insects

Natural insecticides are derived from plant-based materials that offer a more eco-friendly solution for controlling pests in the home. These products generally have fewer harmful effects on humans, pets, and the environment than their synthetic counterparts. Some popular natural pest control methods include essential oils such as citronella, eucalyptus, lemongrass, diatomaceous earth, pyrethrum, and neem oil. Citronella oil is widely recognized for its natural insect-repellent properties, particularly against mosquitoes, flies, and other biting insects. This essential oil works by masking scents that attract insects, making it complex for them to locate their target. Geraniol oil is an effective natural insecticide with a pleasant floral scent that exhibits strong repellent activity against many insects, including mosquitoes, flies, ants, ticks, and cockroaches. On the other hand, synthetic insecticides contain chemically-engineered active ingredients designed for maximum potency against various pests. These products tend to be more effective at eliminating target insects but may pose potential health risks if used improperly or in excessive amounts. Hydroxyethyl isobutyl piperidine carboxylate (HEIP) is a

synthetic compound developed as an alternative to traditional insecticides, including DEET (N, N-Diethyl-meta-toluamide). The primary advantage of HEIP is its low toxicity profile compared to other synthetic repellents, making it suitable for use in household insecticide products. DEET is a synthetic chemical compound widely used as an active ingredient in many insect-repellent products that protects against various insects, including mosquitoes, ticks, and chiggers. Users who opt for synthetic solutions value fast-acting performance and long-lasting protection from pests.

Form: Increasing popularity of powdered granules for preventive measures against insects

Liquid insecticides are one of the popular choices among consumers due to their efficacy in controlling various pests such as ants, cockroaches, mosquitoes, and bed bugs. These insecticides usually come in concentrated forms and are diluted with water or applied directly onto the surfaces where insects are present. Powdered granules serve as an excellent preventive measure against crawling insects such as ants, silverfish, and cockroaches due to their residual effect on surfaces. They are sprinkled around the foundations of buildings or along pest entry points to create a barrier for insects. Sprays are commonly used for quick knockdown and immediate relief from flying insects such as mosquitoes, flies, and wasps. They are applied directly to the insects or the areas where they are known to breed.

Regional Insights:

The Americas region represents an advancing landscape for the household insecticides market, owing to the diverse presence of well-established market players offering advanced, effective formulations for quality pest and insect control. The players have significantly focused on research and development activities for introducing safer products in the regional market. Moreover, with consumers shifting their focus to more eco-friendly products, the industry has taken an interest in making the products and packaging more sustainable. Europe, on the other hand, exhibits a more mature market characterized by stringent regulations concerning product safety and environmental impacts. The region's strict regulations on chemicals usage have led manufacturers to focus on developing innovative and sustainable solutions, such as bio-based repellents made from natural ingredients. Asia portrays an increased production and consumption aspects of household insecticides owing to its diverse climatic conditions that foster favorable breeding grounds for various pests. Consumers in the region have been able to obtain a wide variety of products owing to the increased availability of products through online distribution channels. Moreover, the region observes a significant increase in cases of vector-borne diseases, and awareness campaigns by the governments in Asia are accelerating the usage of household insecticides.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Household Insecticide Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants,

which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Household Insecticide Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Household Insecticide Market, highlighting leading vendors and their innovative profiles. These include BASF SE, Bayer AG, Dabur India Ltd., Earth Corporation, Evergreen Garden Care (UK) Ltd., FMC Corporation, Godrej Group, Hockley International Limited, Jyothy Laboratories Ltd., Neogen Corporation, PelGar International Limited, Pure Origin Products, Reckitt Benckiser Group PLC, Relaxo Domeswear LLP, Ross Lifescience Ltd., S. C. Johnson & Son, Inc., Sherwood Chemicals Public Company Limited, Shogun Organics Ltd. by Safex Chemicals India Ltd., Shri Ram Agro Chemicals, Spectrum Brands Holdings, Inc., Sumitomo Chemical Co., Ltd., The Procter & Gamble Company, The Scotts Miracle-Gro Company, Tiger Brands Limited, Wondercide LLC, ZAPI S.p.A., and Zhongshan Lanju Daily Chemical Industry Co., Ltd..

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Market Segmentation & Coverage:

This research report categorizes the Household Insecticide Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Insect Type, market is studied across Ants, Cockroaches, Flies & Moths, Mosquitoes, and Rats & Rodents. The Mosquitoes commanded largest market share of 41.23% in 2022, followed by Rats & Rodents.

Based on Form, market is studied across Liquid, Powdered Granule, and Sprays. The Powdered Granule commanded largest market share of 51.24% in 2022, followed by Liquid.

Based on Source, market is studied across Natural and Synthetic. The Natural is further studied across Citronella Oil and Geraniol Oil. The Synthetic is further studied across Hydroxyethyl Isobutyl Pieridine Carboxylate and N, N-Diethyl-Meta-Toluamide. The Synthetic commanded largest market share of 78.01% in 2022, followed by Natural.

Based on Distribution, market is studied across Offline and Online. The Offline commanded largest market share of 91.89% in 2022, followed by Online.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Asia-Pacific commanded largest market share of 36.86% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Household Insecticide Market, by Insect Type
7. Household Insecticide Market, by Form
8. Household Insecticide Market, by Source
9. Household Insecticide Market, by Distribution
10. Americas Household Insecticide Market
11. Asia-Pacific Household Insecticide Market
12. Europe, Middle East & Africa Household Insecticide Market
13. Competitive Landscape
14. Competitive Portfolio
15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players

5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Household Insecticide Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Household Insecticide Market?
3. What is the competitive strategic window for opportunities in the Household Insecticide Market?
4. What are the technology trends and regulatory frameworks in the Household Insecticide Market?
5. What is the market share of the leading vendors in the Household Insecticide Market?
6. What modes and strategic moves are considered suitable for entering the Household Insecticide Market?

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