

# Home Insecticides in the US

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases offset weaker volume sales for home insecticides in 2023  
Zevo gains notable share with targeted and effective sprays and baits  
Millennial demand for non-toxic products drives growth of natural insecticides

PROSPECTS AND OPPORTUNITIES

Home insecticides to remain a staple in the US over the forecast period  
Pricing is expected to normalise as supply chain issues resolve  
Upcoming smart tech integration in pest control presents opportunities for home insecticide players

CATEGORY DATA

- Table 1 - Sales of Home Insecticides by Category: Value 2018-2023
- Table 2 - Sales of Home Insecticides by Category: % Value Growth 2018-2023
- Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023
- Table 4 - NBO Company Shares of Home Insecticides: % Value 2019-2023
- Table 5 - LBN Brand Shares of Home Insecticides: % Value 2020-2023
- Table 6 - Forecast Sales of Home Insecticides by Category: Value 2023-2028
- Table 7 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Home Care in the US - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

- Table 8 - Households 2018-2023

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2018-2023
- Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 11 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 14 - Distribution of Home Care by Format: % Value 2018-2023
- Table 15 - Distribution of Home Care by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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