



# Home Insecticides in Denmark

January 2023

Table of Contents

## Home Insecticides in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Inflationary pressures contribute to strong value increase in sales of home insecticides

Health and environmental concerns continue to curb demand for home insecticides

Increased focus on air quality compounds challenges faced by spray/aerosol formats

#### PROSPECTS AND OPPORTUNITIES

Manufacturers set to focus on developing more natural and eco-friendly products

Threat from home-made alternatives expected to increase

Multifunctional products likely to gain ground in home insecticides

#### CATEGORY DATA

Table 1 - Sales of Home Insecticides by Category: Value 2017-2022

Table 2 - Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 4 - NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 5 - LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 6 - Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 7 - Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

## Home Care in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 8 - Households 2017-2022

### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2017-2022

Table 10 - Sales of Home Care by Category: % Value Growth 2017-2022

Table 11 - NBO Company Shares of Home Care: % Value 2018-2022

Table 12 - LBN Brand Shares of Home Care: % Value 2019-2022

Table 13 - Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 14 - Distribution of Home Care by Format: % Value 2017-2022

Table 15 - Distribution of Home Care by Format and Category: % Value 2022

Table 16 - Forecast Sales of Home Care by Category: Value 2022-2027

Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-insecticides-in-denmark/report](http://www.euromonitor.com/home-insecticides-in-denmark/report).