

Indian Home Insecticide Market: Trends and Opportunities (2015-2019)

September 2015



Indian Home Insecticide Market Report

Scope of the Report

The report titled “Indian Home Insecticide Market: Trends & Opportunities (2015-2019)”, provides the market size and forecast in value terms for home insecticide market. The industry and its segments are analyzed for the period 2010-2014. The report also provides market forecast for the period 2015 to 2019. Over the next five years, home insecticide market revenues are forecasted to grow with the wide usage in the urban areas in the coming years.

The report provides detailed analysis of the home insecticide market sizing and future growth of Home insecticide market by demographic regions of India. As the level of awareness is increasing among people of rural areas, there is a rise in the usage of mosquito repellents. The report also provides detailed market share analysis of the home insecticide market by its various types. The report includes the product analysis according to the major types. It also profiles key market players such as Reckitt Benckiser, Jyothi Laboratories and Godrej Consumer Products Ltd. on the basis of attributes such as company overview, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Segment Coverage

- Coil Insecticides
- Cream and Lotion
- Aerosol and Spray
- Electric Insecticides (Mat/Liquid)

Company Coverage

- Reckitt Benckiser
- Jyothi Laboratories Ltd.
- Godrej Consumer Products Ltd. (GCPL)

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Executive Summary

In Indian market, always lies a great potential market value for insect repellents because of large number of ailments which are caused by the insects such as flies and mosquitoes. The home insecticides market of India can be divided into five categories namely coils, mat, sprays/aerosol, creams and electric vaporizers.

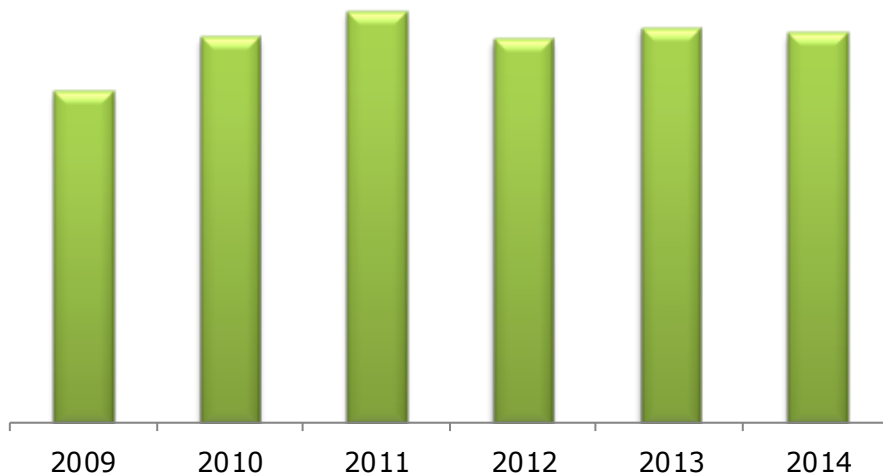
The insect repellents are such products which have to be used with utmost care as there are a lot of side effects of these products such as skin allergy, breathing problems and many more. Hence, people prefer not to use them. But with increasing awareness towards hazards of insects, the market for home insecticide is on a growth path with huge potential in Indian market.

Many companies are launching new and innovative products every year to capture a larger share of the market. Many products such as All Out, Maxo, Hit, Mortein, and Good Knight are very popular. Market is also flooded with modern insect repellent devices like electric rackets, ACs, paper cards, wipes, and chinks for cockroaches.

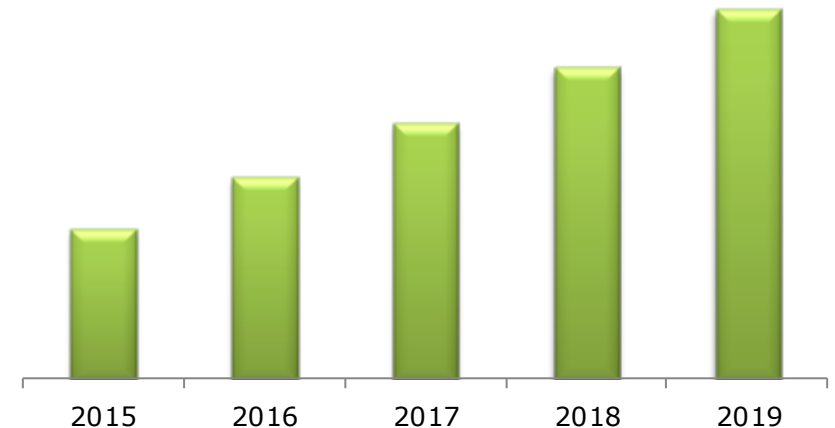
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The growth of dengue and malaria incidents in the country has helped the home insecticide business to grow. As the awareness and literacy levels are rising, demand for such products is increasing progressively

**Indian Home Insecticide Market Size; 2009-2014
(US\$ Million)**



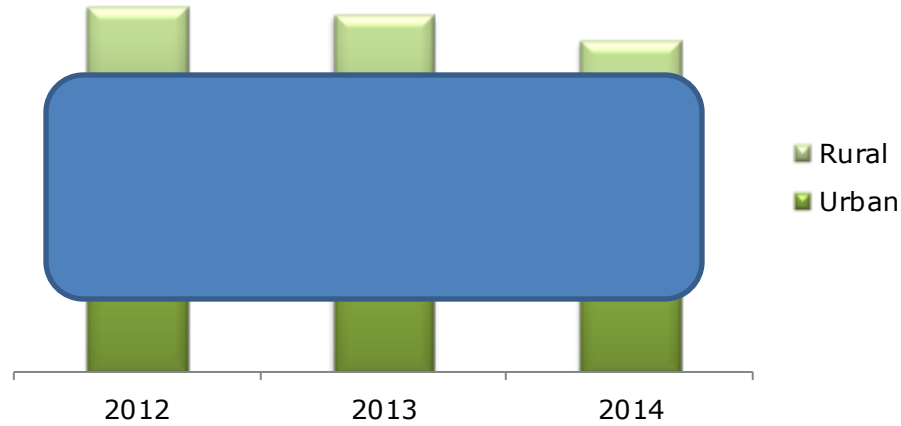
**Indian Home Insecticide Market Forecast: 2015-2019
(US\$ Million)**



- The household insecticides market is driven by numerous factors. Rising attentiveness among consumers concerning disease control and precautionary methods is one of the most leading drivers of the home insecticides market.

Indian Home Insecticide Market: Demographic Analysis

Coil Insecticide Market Size; 2012-2014 (US\$ Million)



Liquid Vaporizer Market Size; 2013-2014 (US\$ Million)

