

Home Insecticides in the US

February 2024

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Home Insecticides in the US - Category analysis

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

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DISCLAIMER

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