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

Description: 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)

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 chalks for cockroaches.

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