India Household Insecticide Market Outlook, 2021

Description: The household insecticide market one of the rapidly growing vibrant markets in FMCG sector India. Due to increase awareness regarding vector borne disease, the demand for specialized household insecticide products like multi insect sprays, repellent gels, liquid vaporizers, etc are rising than before, thereby providing high momentum to the Indian household insecticide market. The wealthy class requires the premium and value added household insecticide products in order to maintain hygiene in kitchen and rooms and hence they use multipurpose home insecticide products such as multi insect killer sprays, antiroach gel and other specialized repellent products to keep their home insect free. Household insecticide has become a gripping market for new product developments and innovation where producers are trying to convince consumers through aggressive campaign and advertizing that they should adopt a home insecticide products to improve home hygiene and to be protected from mosquito borne disease and infection cause from cockroaches and other insects. A multipurpose home insecticide product is an emerging trend in the industry. However, the penetration of home insecticide products is low, especially in rural India, but this offers the enormous opportunities to Indian household insecticide industry.

India Household Insecticide Market has been growing with a CAGR of 5% from last five years and is projected to get more than double by the year 2021 due to rising incidence of vector borne disease in India, growing awareness regarding prevention of home insects, brand awareness, increasing disposable income, growing demand in middle class people and affordable price of home insecticide products. The various formats such as coils, mats, liquid vaporizers, sprays, gel, powder, patches, baits, etc are driving the segmental market of household insecticide market in India.

According to “India Household Insecticide Market Outlook 2021”, India's household insecticide market is anticipated to increase at a CAGR of 7% over five years. GCPL, Reckitt Benckiser, and SC Johnson India are market leaders in the household insecticide market. India household insecticide market is segmented into three categories such as mosquito repellent, cockroach repellent and other insect repellent products that include repellent for ant, bug, spider, etc. The segment of mosquito repellent products dominates the household insecticide market along with its various formats of the products. Godrej Consumer Products Limited is leading in home insecticide market from many decades with the brands Good Knight, HIT and jet. Urban India accounts for a considerable market share in the sales of premium home insecticide products, with premium specialized and value added repellent products are growing rapidly among upper middle class consumers.

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