



Home Insecticides in Mexico

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Climate change impacts home insecticides, due to the rise of dengue
- Packaging matters – cans are safe and marketing-convenient in spray/aerosol insecticides
- Surface care capitalises on insecticide attribute, delivering a value added performance

PROSPECTS AND OPPORTUNITIES

- Sensitivity to unwanted substances on the rise
- Home insecticides to boost its performance through hard discounters
- Retail e-commerce likely to boost sales of home insecticides, due to informed consumers and a wider product range

CATEGORY DATA

- Table 1 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 2 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 4 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 5 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 6 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 7 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Home Care in Mexico - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 8 - Households 2019-2024

MARKET DATA

- Table 9 - Sales of Home Care by Category: Value 2019-2024
- Table 10 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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