



Euromonitor
International

Home Insecticides in Italy

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of moth proofers rise sharply while sales of electric insecticides benefit from efforts to tackle insect infestations
Spray/aerosol insecticides remain popular but environmental concerns put a dent in the category's sales
SC Johnson and Henkel retain a stronghold over sales of home insecticides with trusted brands

PROSPECTS AND OPPORTUNITIES

Home insecticides expected to face increased competition from outside the category
Insecticide coils rapidly falling out of fashion in the war on mosquitoes
Mosquitoes present a real threat to health as climate change takes its toll

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 Italy - 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-insecticides-in-italy/report.