

# Home Insecticides in Poland

February 2025

**Table of Contents** 

# Home Insecticides in Poland - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Prolonged periods of warm weather influence demand

Focus on innovation

Preference for prevention and convenience

#### PROSPECTS AND OPPORTUNITIES

Climate change to affect demand

Private label expected to develop a stronger presence

Opportunities for natural products and repellents

#### **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 Poland - 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

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

# spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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