



Euromonitor
International

Home Insecticides in Kenya

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urbanisation driving demand with electric insecticides gaining traction in the market as a convenient and effective solution

Growing popularity of insecticide baits

Spray/aerosol insecticides remain resilient but still face competition from cheaper alternatives

PROSPECTS AND OPPORTUNITIES

Growth in rural and peri-urban markets to sustain category growth

New innovations could breathe life into insecticide coils

Insecticide coils is projected to see more modest growth in retail volume terms over the forecast period since demand is skewed towards a much smaller group of consumers, including those in rural areas and lower-income households. In the forecast period, however, manufacturers are expected to introduce insecticide coils that emit no smoke and which are scentless and biodegradable in order to meet the changing needs of consumers and to address health and environmental concerns around these products. For instance, some brands such as Flower have launched mosquito repellent chips that come in scented and unscented options to meet the preferences of different consumers. Innovations such as these are expected to drive growth in the market in the forecast period.

Rural Adoption of modern solutions to drive growth

In rural areas, insecticide coils are expected to remain popular due to their affordability and ease of use. However, insecticide baits and spray/aerosol insecticides, which are long-lasting and require fewer applications, are expected to increasingly penetrate these areas of the market as they become more affordable and accessible. The increased government focus on health and hygiene in rural areas will likely also drive the growth of these products, especially in areas where malaria is prevalent, such as Nyanza. As awareness grows, rural populations will likely start transitioning from traditional methods like mosquito nets and insecticide coils to modern home insecticides solutions that offer better protection.

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 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 5 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 6 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Home Care in Kenya - 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 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 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-kenya/report.