

# Home Insecticides in Malaysia

February 2024

Table of Contents

## Home Insecticides in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth in home insecticides as the battle against dengue continues  
Dual function air care and insect repellent products popular amongst locals  
Electric insecticides provide round the clock protection, but there are some concerns

#### PROSPECTS AND OPPORTUNITIES

Non-toxic alternatives outside the category likely to limit growth for home insecticides  
Opportunities through offering natural, organic and sustainable products  
Continued growth expected for e-commerce

#### CATEGORY DATA

Table 1 - Sales of Home Insecticides by Category: Value 2018-2023  
Table 2 - Sales of Home Insecticides by Category: % Value Growth 2018-2023  
Table 3 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023  
Table 4 - NBO Company Shares of Home Insecticides: % Value 2019-2023  
Table 5 - LBN Brand Shares of Home Insecticides: % Value 2020-2023  
Table 6 - Forecast Sales of Home Insecticides by Category: Value 2023-2028  
Table 7 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

## Home Care in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

### MARKET INDICATORS

Table 8 - Households 2018-2023

### MARKET DATA

Table 9 - Sales of Home Care by Category: Value 2018-2023  
Table 10 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 12 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 13 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 14 - Distribution of Home Care by Format: % Value 2018-2023  
Table 15 - Distribution of Home Care by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Home Care by Category: Value 2023-2028  
Table 17 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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