

Home Insecticides in Portugal

February 2024

Table of Contents

Home Insecticides in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Long, hot summer fails to drive volume growth
Private label investment in the category is paying off
Electric options gain in popularity

PROSPECTS AND OPPORTUNITIES

Climate change and travelling will support the need for insecticides
Innovation requires high costs
Small brands have limited growth opportunities

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 Portugal - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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