



Home Insecticides in Georgia

February 2024

Table of Contents

Home Insecticides in Georgia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wider distribution supports sales of home insecticides

Efficacy is shaping purchasing decisions

Consumers remain quite loyal to brands

PROSPECTS AND OPPORTUNITIES

Home insecticides face stable performance

Brands keen to deliver improved convenience and long-lasting protection

Bulk of volume purchases will be in spray/aerosol format

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 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 4 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 5 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 6 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Home Care in Georgia - 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 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023

Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 - Distribution of Home Care by Format: % Value 2018-2023

Table 13 - Distribution of Home Care by Format and Category: % Value 2023

Table 14 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 15 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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