

Pest Control Products and Services - US - October 2012

Scope and Themes



“Pest control companies and brands can expect to see growth in the next few years as this category of products and services is viewed as a necessary expenditure. However, the market is highly saturated and new product innovation is challenging. Pest control products and services may need to consider extending beyond the category, balance growing consumer concern over chemical content with desire for quick elimination, and emphasize the need for preventive maintenance so that they aren’t as impacted by some of the factors that can make the market unpredictable.”

– Gabriela Mendieta, Home & Personal Care Analyst

In this report we answer the key questions:

- **How can pest control product and service companies continue to grow in a market that is already mature?**
- **How can pest control companies balance growing consumer concern over chemical content with the desire for immediate pest elimination?**
- **How do pest control companies and brands handle a market that is driven by a number of unpredictable factors (weather, climate)?**

Sales of pest control products and services have been growing steadily over the past few years as these products and services are often a necessary expenditure for consumers when a pest problem arises in the home. Consumers cannot ignore a pest problem as it is unlikely that pests will go away on their own and problems have a tendency to increase in severity if they remain untreated. Though the recession has caused consumers to curb their spending, this category continues to grow. The pest control market can experience periods of slightly accelerated growth due to the presence of increased pest activity in the country, such as when there are hot summers or there is a reemergence of particular pests, such as the bedbug epidemic.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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Scope and Themes

The key to success in the pest control market seems to be in providing both products and services that fight and eliminate pests quickly and effectively. Consumers become very concerned over the threat that pests can present to their household's health and even the structure of their home. Products and services that alleviate that concern quickly and provide a sense of relief are the most impactful and desired by consumers in this market. In addition, convenience and ease of use are two other attributes that consumers look for in their products, which help to explain why sprays and bait traps are among the most popular pest control products utilized by consumers. Brands such as Raid and Orkin have built strong brands based on their expertise and delivery of superior performance, which has resulted in both brands becoming nearly synonymous with the category.

This report analyzes U.S. sales performance of pest control products and services in the last few years, the market forecast through 2017, and how different factors, such as weather conditions, consumer confidence in the economy, and the bedbug epidemic have the ability to impact sales and consumer behaviors. The types of products consumers purchase, what pest problems they experience, as well as preferences and attitudes toward product and service segments of this category are also explored.

This report builds on the analysis presented in Mintel's *Pest Control Products and Services—U.S., March 2011*, as well as previous reports in March 2010, February 2008, and January 2006 of the same title.

This market covers both pest control products and service providers. The total market for products is covered, but the product segment breakdown is for FDMx only and consists of the following subsegments: outdoor pest control products, indoor pest control products, pest control devices, and multipurpose pest control products. The total market for the service sector is covered, but company and brand data are not available for pest control service companies.

The market size comprises sales of products and services through all retail channels including direct to consumer.

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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