

Pest Control and Repellents - US - September 2014

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“Pest control sales are expected to grow steadily in the next few years. However, market players can accelerate category growth by increasing consumers’ use of insect repellents, addressing concerns over chemical content, and by encouraging consumers to be more proactive in how they manage pest issues in their homes.”
 – Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Increase consumers’ use of insect repellents
- Address concerns over product chemical content
- Encourage consumers to adopt proactive pest control behaviors

Total US pest control market sales increased from sales observed in 2009. The market has experienced positive gains year-to-year, and future growth will be driven by consumers’ continued reliance on products and services when pest issues occur in their homes. Market players also have the opportunity to accelerate market growth by increasing the usage occasions and frequency at which consumers use personal insect repellents. In addition, companies should continue encouraging consumers to be more proactive in managing pest issues in their homes by performing preventative maintenance themselves or hiring a service to do so.

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DID YOU KNOW?

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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