



# Pest Control and Repellents: Incl Impact of COVID-19 - US - August 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the pest control market
- Pest control's recessionary resilience
- eCommerce opportunities in the pest control category
- Balancing safety and science in product formulations

The \$12.2 billion pest control market has seen consistent growth in recent years – a trend that's expected to continue through the COVID-19 outbreak, particularly as consumers deepen their investments in home maintenance and improvement. Pre-pandemic, sales significantly benefited from the gradual addition of natural pest control products; however, increased focus on the balance between ingredient safety and efficacy indicates that natural claims alone won't be enough to sustain the category.

The future of the market will see an increased focus on ecommerce capabilities for sales and customer engagement, as well as disruptive product innovations (eg new formats, cross-category launches); long-term growth will come from the continued evolution of holistic, effective products, supported by demonstrable scientific research.



"The pest control category has proven itself to be incredibly resilient. Despite mounting financial pressures due to COVID-19 and the subsequent recession, both the at-home and professional services segments are expecting modest growth over the next several years."

**– Madelyn Franz, Cross-Category Research Analyst**

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