

Pest Control - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Current pest issues experienced and methods of management
- Pest control product purchase drivers and location
- Attitudes toward pests
- Attitudes toward pest products and services

The pest control product space is ripe for disruption, and newcomers are helping reshape how consumers view and engage with the category. While pest control purchases will continue to be primarily driven by value and function, consumers seek products that align with their lifestyle and interests, including "safer" ingredients and multipurpose benefits, which could help pest control become more integrated into everyday routines and appeal to cost-driven consumers during inflationary times.



"Inflation is driving sharp increases in pest control product sales but isn't weakening consumers' resolve to rid their home of pests. Performance and safety are more important than ever, fueling ingredient innovation and evolving claim messaging."

- Rebecca Watters, Associate Director – Health and Household

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