

## Pest Control and Repellents - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The pest control market has slowed. While there are heightened concerns about insect-borne diseases, the market is maturing. Consumers are trading down to private label products, while more depend on professional services, which have moderated growth of the consumer product side of the market."

**- Jamie Rosenberg, Senior Global Analyst,  
Household & Personal Care**

This report looks at the following areas:

- Pest control services drive growth as products struggle
- Private label grows as innovation lags

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Outdoor vacationers represent a lucrative segment

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Parental status drives product usage  
 Speed and safety are the most desired attributes  
 Parents and Hispanics are most concerned about disease and are increasing their usage  
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