

Home Insecticides Market in India 2017

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"The ever-growing need to prevent incidents of insect-borne diseases such as dengue and malaria have driven growth in the home-insecticide market in India. Download the report to get a complete overview of the home insecticide market, including the growth drivers, market size and competitive landscape.

Key Growth factors

Each year, thousands of people are affected by insect-borne diseases such as dengue, malaria and chikungunya in India. To keep homes insect-free and prevent the spread of diseases, home insecticides have become a necessity across Indian households.

There's also rising awareness about the availability and benefits of different home insecticides, which has further caused a rise in the demand for home insecticides.

Threats and key players

Many consumers link insecticides with health risks and toxic chemicals, which is a major hindrance to its adoption growth. There's low penetration of branded home insecticides in rural parts of the country, where people still rely on traditional methods such as burning incense sticks and coconut fiber and fumigation with neem leaves. This implies a heavy reliance on urban areas for growth.

Companies have started recognizing the immense potential of untapped rural regions and are coming up with specific promotional activities and campaigns to penetrate these markets.

At the time of writing, Good Knight from Godrej Consumer Products dominates the home insecticide market. Other major players in the market include Dabur India Limited, Jyothy Laboratories Limited, and Acme Organics Private Limited.

What's covered in the report?

Overview of the home insecticides market in India and forecasted market size data in terms of value over 2011 to 2020

Trade analysis of home insecticides in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

Key recent developments associated with the home insecticides market in India

Why buy?

Get a broad understanding of the home insecticides market in India, the dynamics of the market and current

state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving growth in the market

Be informed regarding the key developments in the home insecticides market in India

Understand major competitors' business strategies and market dynamics and respond accordingly"

Contents

"Slide 1: Executive Summary

Socioeconomic Indicators

Slide 2: Total Population (2010-2011 -2019-2020), Population Density (2010-2011 -2019-2020)

Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 -2019-2020)

Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)

Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)

Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)

Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

Market Overview

Slide 8-9: Market Definition and Structure

Slide 10: Home Insecticides Market in India -Market Overview, Size and Growth (Value-Wise; FY 2011 - FY 2020e)

Trade Analysis

Slide 11: Export of Insect Repellant -Size {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep) and Volume-wise; FY 2012-FY 2016-2017(Apr-Sep)}

Slide 12: Export of Insect Repellant -Region Wise Exports {Value-Wise: FY 2015 and FY 2016-2017(Apr-Sep); Volume-wise: FY 2015 and FY 2016-2017(Apr-Sep)}

Slide 13: Import of Insect Repellant -Size (Value-Wise; FY 2012-FY 2016 and Volume-wise; FY 2012-FY 2016)

Slide 14: Import of Insect Repellant -Region Wise Imports (Value-Wise: FY 2015 and FY 2016; Volume-wise: FY 2015 and FY 2016)

Slide 15: Export of Paper Coated With Insecticide -Size {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep) and Volume-wise; FY 2012-FY 2016-2017(Apr-Sep)}

Slide 16: Export of Paper Coated With Insecticide -Region Exports {Value-Wise: FY 2015 and FY 2016-2017(Apr-Sep); Volume-wise: FY 2015 and FY 2016-2017(Apr-Sep)}

Market Influencers

Slide 17-18: Market Drivers

Slide 19: Market Challenges

Competitive Landscape

Slide 20: List of Major Players

Slide 21-36: Profiles of Major Players

Recent Developments

Slide 37: Key Recent Developments

Appendix

Slide 38: Research Methodology

LIST OF FIGURES/ CHARTS

Socioeconomic Indicators

1. Total Population and Population Density (2010-2011 -2019-2020)
2. Sex Ratio (2005, 2010, 2015, 2020)
3. Population by Age Group (2005, 2010, 2015, 2020)
4. Urbanization Trend (2010-2011 -2019-2020)
5. Total Fertility Rate (2005-2010, 2010-2015, 2015-2020)
6. Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020)
7. Total number of Births (2005-2010, 2010-2015, 2015-2020)
8. Total number of Death (2005-2010, 2010-2015, 2015-2020)
9. Total Literacy Rate (2001, 2011)
10. Rural Literacy (2001, 2011)
11. Urban Literacy (2001, 2011)
12. GDP at Market Prices (2010-2014)
13. FDI (2010-2014)
14. Inflation Rate (2010-2014)
15. Unemployment Rate (2010-2014)
16. Access to safe drinking water (2001, 2011)
17. Exchange Rate (2010-2015)

Market Overview

1. Home Insecticide Market in India -Market Size & Growth (Value-Wise; FY 2011 -FY 2020e)

Trade Analysis

1. Export of Insect Repellant {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep)}
2. Export of Insect Repellant {Volume-Wise; FY 2012-FY 2016-2017(Apr-Sep)}
3. Region Wise Exports of Insect Repellant (Value-Wise: FY 2015)
4. Region Wise Exports of Insect Repellant {(Value-Wise: FY 2016-2017(Apr-Sep))}
5. Region Wise Exports of Insect Repellant (Volume-Wise: FY 2015)
6. Region Wise Exports of Insect Repellant {Volume-Wise: FY 2016-2017(Apr-Sep)}
7. Import of Insect Repellant {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep)}
8. Import of Insect Repellant {(Volume-Wise; FY 2012-FY 2016-2017(Apr-Sep))}
9. Region Wise Imports of Insect Repellant (Value-Wise: FY 2015)
10. Region Wise Imports of Insect Repellant {Value-Wise: FY 2016-2017(Apr-Sep)}
11. Region Wise Imports of Insect Repellant (Volume-Wise: FY 2015)
12. Region Wise Imports of Insect Repellant {Volume-Wise: FY 2016-2017(Apr-Sep)}
13. Export of Paper Coated With Insecticide {Value-Wise; FY 2012-FY 2016-2017(Apr-Sep)}
14. Export of Paper Coated With Insecticide {Volume-Wise; FY 2012-FY 2016-2017(Apr-Sep)}
15. Region Wise Exports of Paper Coated With Insecticide (Value-Wise: FY 2015)
16. Region Wise Exports of Paper Coated With Insecticide {Value-Wise: FY 2016-2017(Apr-Sep)}
17. Region Wise Exports of Paper Coated With Insecticide (Volume-Wise: FY 2015)
18. Region Wise Exports of Paper Coated With Insecticide {Volume-Wise: FY 2016-2017(Apr-Sep)}

Competitive Landscape

1. Financial Snapshot (Only Public Companies)
2. Key Business Segments (Only Public Companies)
3. Key Geographic Segments (Only Public Companies)

LIST OF TABLES

Competitive Landscape

1. List of Major Players

Public Companies

1. Dabur India Limited
2. Godrej Consumer Products Limited
3. Jyothy Laboratories Limited

Private Companies

1. Acme Organics Private Limited
2. Adept Pest Control Private Limited
3. Nilgiri Herbals & Agro Industries Private Limited
4. Reckitt Benckiser (India) Limited
5. Relaxo Domeswear
6. S C Johnson Products Private Limited
7. Tainwala Personal Care Products Private Limited

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