



Euromonitor
International

Home Insecticides in Ireland

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sc Johnson Drives Safe Indoor Insect Control with Innovative Products

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Sc Johnson Drives Safe Indoor Insect Control with Innovative Products

Spray/Aerosol Largest but Electric Most Dynamic

Chart 2 - SC Johnson Targets Urban Pest Control with Raid Essentials Light Trap

Sustainability and Safety Drive Innovation and Consumer Preference

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Safer and More Sustainable Solutions

Electric Insecticides Expected to Lead Growth Thanks to Their Convenience and Safety

Natural Ingredients and Eco-Friendly Packaging Will Be Gaining Traction

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Doff Portland Lead a Concentrated Market

Chart 8 - Analyst Insight for Home Insecticides

No Significant Mergers or New Product Launches

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Sales with In-Person Shopping Experience

Home Products Specialists Drive E-Commerce Growth with Niche Products

No New Retail Brands or Concepts Emerge in 2026

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Home Insecticides

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Home Insecticides

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

Steady Growth Driven by Evolving Consumer Preferences and Innovation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Preferences and Innovation

Laundry Care Dominates Market Share with Essential Products

Unilever Drives Growth with Innovative Bleach Foam Format

Chart 20 - Domestos Bleach Foam Offers 360-Degree Spraying

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability and Innovation to Drive Home Care Growth

Dishwashing Leads Growth with Innovative Formats and Rising Penetration

Premiumisation and Eco-Friendliness to Shape Future Business Strategies

Chart 24 - Analyst Insight for Home Care

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unilever Lead with Significant Shares

Ecover and Unilever Lead the Way in Innovative Sustainable Products

Chart 27 - Ecover Launches Plastic-Free Wrappers for Dishwasher Tablets

Reckitt Benckiser Divestment Reshapes Competitive Dynamics

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Home Care Sales with Strong Brand Visibility

Retail E-Commerce Grows Modestly as a Supplementary Channel

Discounters and E-Commerce Drive Competition in Home Care

Chart 30 - Fragrance and Format Innovation Fuel Premiumisation in Home Care

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-insecticides-in-ireland/report.