



Home Insecticides in Thailand

March 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Growth Driven by Health Concerns and Urbanisation

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Home Insecticides Growth Driven by Health Concerns and Urbanisation

Spray/Aerosol Insecticides Dominate the Market

Health and Wellness Trend Influences Product Innovation

Chart 2 - Value Sales of Home Insecticides 2020-2030

Chart 3 - Volume Sales of Home Insecticides 2020-2030

Chart 4 - Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Consumers Expected to Favour Safer and More Effective Solutions

Chart 5 - Analyst Insight for Home Insecticides

Spray/Aerosol Insecticides Will Maintain Their Dominance

E-Commerce and Innovation Will Drive Future Growth

Chart 6 - Forecast Sales of Home Insecticides 2020-2030

Chart 7 - Forecast Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Maintains Its Lead Thanks to Its Diverse Portfolio

Innovation and Technology Integration Likely to Shape Future Growth

No Significant Mergers or Acquisitions or New Launches

Chart 8 - Company Shares of Home Insecticides 2025

Chart 9 - Brand Shares of Home Insecticides 2025

CHANNELS

Grocery Retailers Dominate Home Insecticides Sales with Their Convenience and Presence

Retail E-Commerce and Convenience Retailers Drive Growth with Convenience and Variety

No New Retail Brands or Concepts Emerge in 2026

Chart 10 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Insecticides

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Insecticides

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Laundry Care Drives Home Care Growth through Premiumisation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Laundry Care Drives Home Care Growth through Premiumisation

Laundry Care Dominates the Home Care Market in Thailand

Evolving Product Formats and Health Concerns to Drive Dynamic Growth

Chart 19 - Value Sales of Home Care 2020–2030.

Chart 20 - Volume Sales of Home Care 2020–2030.

Chart 21 - Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustainability and Technology Expected to Drive Home Care Growth

Laundry Care Will Maintain Its Dominance in Home Care

Surface Care Will Be the Fastest-Growing Category

Chart 22 - Forecast Sales of Home Care 2020-2030

Chart 23 - Forecast Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Lead a Concentrated Market

Chart 24 - Unilever's Sunlight Plus Has a “Gentle on Hands, Tough on Grease” Positioning

Multifunctionality and Premiumisation in Laundry Care

Chart 25 - Finesse Deluxe Liquid Detergent

Health and Wellness Trend Fuels Premiumisation in Dishwashing

Chart 26 - Company Shares of Home Care 2025

Chart 27 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Remain Dominant Channel for Home Care Sales

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 28 - Analyst Insight for Home Care

Emerging Trends and Future Outlook for Home Care Channels

Chart 29 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

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-thailand/report.