



Euromonitor
International

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urbanisation and Income Growth Drive Demand for Effective Urban Pest Control

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Urbanisation and Income Growth Drive Demand for Effective Urban Pest Control

Spray and Aerosol Formats Dominate Sales

Increasing Demand for Safer and Faster-Acting Products

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Safe and Effective Pest Control Solutions

Spray/Aerosol Insecticides Maintains Market Dominance

Non-Toxic and Plant-Based Formulations Drive Growth

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Distribution

Opportunities Arise for Local Players and Non-Thai Products

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Traditional Outlets Dominate Sales of Home Insecticides

Retail E-Commerce Gradually Gains Traction

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Home Insecticides

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Home Insecticides

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

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EXECUTIVE SUMMARY

Rising Incomes and Urbanisation Drive Sales Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Rising Incomes and Urbanisation Drive Sales Growth

Laundry Care Dominates Market Share with Convenience

Health-Conscious Consumers Drive Innovation

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Premium and Multifunctional Products

Laundry Care to Remain Largest Category

Chart 21 - Analyst Insight for Home Care

Wellness-Focused Products to Drive Growth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Gain Share as Nationalism Rises in Cambodia

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Home Care Sales with Strong Presence

Retail E-Commerce Gains Traction among Urban Consumers

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

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