



Euromonitor
International

Home Insecticides in Germany

March 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Regulatory Change Drives Cautious Growth in Sales of Insecticides

Chart 2 - Raid Launches New Regulation Compliant Products

Insecticide Baits Leads Growth, and Spray/Aerosol Insecticides Remain Popular

Chart 3 - Value Sales of Home Insecticides 2020-2030

Chart 4 - Volume Sales of Home Insecticides 2020-2030

Chart 5 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Regulatory Changes Expected to Continue to Impact Home Insecticides

Electric Insecticides to Lead Growth Due to Ease of Use

Regulatory Compliance and Innovation Will Shape Future Market Landscape

Chart 6 - Forecast Value Sales of Home Insecticides 2020-2030

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

COMPETITIVE LANDSCAPE

Aeraxon and Evergreen Maintain Dominance through Effective Products

Regulatory Changes and Innovation to Drive Future Growth Opportunities

Chart 8 - Company Shares of Home Insecticides 2025

Chart 9 - Brand Shares of Home Insecticides 2025

CHANNELS

Retail E-Commerce Drives Sales with Convenience and Compliance

Chart 10 - Retail Channels of 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 Germany - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth in Home Care as Incomes and Confidence Are on the Rise

Laundry Care Dominates Sales with Established Consumer Habits

Sustainability Drives Evolving Product Formats

Chart 19 - Dr Beckmann Expands its Product Range

Sustainability Also Evident in Ingredients and Packaging

Chart 20 - Toilet Tapes Offers Sustainable Alternative

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Laundry Care Will Maintain Its Dominance, but Home Insecticides Set to See the Strongest Rise

Sustainability Expected to Drive Innovation and Growth

Chart 24 - Analyst Insight for Home Care

Digital and Demand for Convenience to Reshape Home Care

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Procter & Gamble Maintain Their Leading Positions

Everdrop Turns Sustainability into Brand Strategy with Success

Chart 27 - Everdrop Turns Sustainability Into Brand Strategy

Chart 28 - Company Shares of Home Care 2025

Chart 29 - Brand Shares of Home Care 2025

CHANNELS

Health and Beauty Specialists Leads, Closely Followed by Discounters

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 30 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

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-germany/report.