



Home Insecticides in France

April 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

K-Pro Drives Premiumisation with Innovative Trap Systems

Spray and Aerosol Insecticides Dominate Market Share

Urban Pest Control Drives Demand for Efficient Solutions

Chart 2 - K-pro introduces an innovative mosquito trap

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?

Consumers Look for Effective Solutions That Are Not Harmful to Human Health or the Environment

Spray and Aerosol Insecticides Maintain Dominance

Sustainability and Naturalness Reshape Product 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

Chart 8 - Analyst Insight for Home Insecticides

Leading Players Maintain Dominance through Innovation

Innovation and Sustainability Drive Future Opportunities

Chart 9 - Company Shares of Home Insecticides 2025

Chart 10 - Brand Shares of Home Insecticides 2025

CHANNELS

Grocery Retailers Lead Home Insecticides Distribution

Retail E-Commerce Gains Traction in Home Insecticides Sales

Emerging Trends and Future Outlook

Chart 11 - Retail Channels for Home Insecticides 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 France - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Consumers Turn to Affordable Options Amid Economic Pressure

Laundry Care Dominates Home Care Sales

Briochin Gains Market Share with Natural Formulations

Chart 20 - Briochin, responding to the growing demand for more natural home care products

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 Remains Dominant with Sustainability Focus

Premiumisation and Sustainability Drive Value Growth

Innovation and Sustainability to Shape Competitive Landscape

Chart 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 26 - Analyst Insight for Home Care

Large Multinationals Continue to Dominate in Home Care

A Stable Competitive Environment in Home Care

Chart 27 - Private label could be an answer to the changing economic context

Chart 28 - Company Shares of Home Care 2025

Chart 29 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Dominate Home Care Sales in France

Retail E-Commerce Gains Traction with Click-And-Collect

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 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-france/report.