

PEST CONTROL – INDIAN CONSUMER – 2019

Formulate products using natural ingredients to drive regular usage.
Emphasise the need for professional services in the wake of pest-related illnesses.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Explore formats which can be used on the go and enhance them with natural, safe and non-toxic ingredients
- India and Japan lead the way in pest control launches
 - Graph 1: Pest control launches by country, 2016-18
- World Pest Day is celebrated to create awareness
- Convenience and safety of ingredients is the topmost priority in pest control products
 - Graph 2: Pest control, top 5 claims, 2016-18
- Mortein offers more than one pest control activity
- Top 10 pest issues faced in India by species
 - Graph 3: Reported pests, by species, August 2018
- Offer natural ingredients in products to be used with a service
- Innovate with formats to be used frequently, especially for mosquitoes
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Link health issues to the presence of household pests
- Increase in global temperature is favorable for mosquito breeding
- Dengue cases have risen in India, while malaria is getting under control
 - Graph 4: Dengue, malaria and chikungunya cases, 2015-17
- Brands educate consumers on prevention of dengue and malaria

Global trends and how they are playing out in India

- Look at allied categories to offer pest control benefits
- Protect White Insect Control Paint
- Cigarette compost to pest repellent

CONSUMER INSIGHTS

- What you need to know
- Commonly used formats based on pest issues faced

- Graph 5: "Which of the pest control products have you used to control each of the following in your home in the last 6 months? Select method and pest", August 2018

- Promote basic professional pest control services

Rats/mice

- Claim to drive away mice, not kill them
- Innovate with child-friendly glue traps and powder formats
 - Graph 6: "Which of the pest control products have you used to control each of the following in your home in the last 6 months? Please select all that apply." - Rats/mice; select pest control methods
- Customise offerings based on regional preferences
- Highlight fast-acting and long-lasting benefits

Cockroaches

- Formulate non-chemical alternatives for cockroach repellents
- Resolve cockroach problems quickly
- Claim efficacy along with natural ingredients
- Develop specific cockroach elimination products
- Go beyond spray formats to ensure longer lasting benefits

Mosquitoes/flies

- Use certain scents in air care to repel mosquitoes
- Target mosquitoes and flies as a single unit
- Couple air purifying equipment with mosquito repellent benefits
- Offer more formats like wipes for personal application

MARKET OPPORTUNITIES

- Opportunity: Key areas of focus

Opportunities

- Merge services and follow up with natural products as a package
- Offer home care products with pest control benefits
- Use food-grade safe ingredients for kitchen pests

Who's innovating

- Offer cooling gel format for on-skin application
- Goodknight Cool Gel advertisement
- Child-friendly methods to repel pests
- 100% natural ingredients used in Herbal Strategi pest repellents
- Nurserylive offers plants as insect repellent

Global innovations

- SC Johnson's new program "What's Inside" calls out ingredients that are known allergens
- Procter & Gamble Co. has entered into a joint development and license agreement with Envance Technologies
- Cut the breeding of mosquitoes at the source
- Utilise pests to make best out of waste
- Safe, anti-allergic claims on insect repellent are prevalent in global markets
- Surface cleaners, patches and candles: all home use products which can help with repelling insects

APPENDIX

- Abbreviations used
- Consumer survey methodology

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