



# Consumer Markets for Pesticides and Fertilizers: U.S. Market Analysis and Opportunities

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**Base Year: 2019**

**Forecasts to 2024**

**Published:  
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This study is structured in three parts: Industry Analysis, Supplier Profiles, and Homeowner Survey. The Homeowner Survey provides details from more than 1,500 homeowners regarding their pesticide and fertilizer use.



**Regional Coverage:** United States

## SCOPE

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- › Report analysis provides market size, company shares, sales by product type, advertising expenditures, distribution patterns, and forecasts for 11 product categories
  - › Profiles of approximately 40 leading suppliers and distributors of consumer pesticides and fertilizers
  - › Provides an analysis of homeowner use patterns for 11 product categories, including retail outlets and pest problems controlled
  - › Updates on key mergers and acquisitions over the past two years
  - › Homeowner use of pest control and lawncare services versus DIY treatment

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### Industry Overview

- Market description
- Sales by region
- Sales by product category
- Sales by application
- Active ingredients
- Private-label activity
- Competition
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- Government regulations
- Outlook
- Forecast sales to 2024

### Fertilizers

- Lawn fertilizers
- Garden fertilizers
- Houseplant fertilizers

### Herbicides

- Lawn herbicides
- Garden and nonselective herbicides

### Insecticides

- Outdoor insecticides
- Household and houseplant insecticides
- Pet insecticides
- Insect repellent

### Fungicides

### Rodenticides

### Distributors

### Suppliers

## Consumer/Retail Profiles

### Introduction

### Consumer Overview

- Pesticides by region
- Household purchasing
- Brand recollection

### Fertilizers

- Lawn fertilizers
- Garden fertilizers
- Houseplant fertilizers

### Herbicides

- Lawn herbicides
- Garden and nonselective herbicides

### Insecticides

- Lawn and garden insecticides
- Outdoor non-plant insecticides
- Houseplant insecticides
- Household insecticides
- Pet insecticides

### Other Products

Rodenticides

Insect repellants

Fungicides



## REPORT BENEFITS

This report provides subscribers with a highly reliable and independent assessment of the size and scope of the consumer pesticide and fertilizer market at both the market and end-user level. The Business Analysis segment details sales and use patterns of consumers for 11 different market segments. The report will also:

Profile approximately 40 suppliers and the leading distributors of consumer pesticides and fertilizers

Provide sales by product type, product form, and estimates of active ingredient volumes

Identify new product introductions by company and provide FutureView forecasts with historic and estimated growth by product category

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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### Brazil

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+86 21 6079 0805

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+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277