

## Going Buggy: Insect Repellent Sales Buzzing

The U.S. consumer market for pesticides and fertilizers has grown by approximately 5 percent a year over the past two years. A portion of this growth is attributable to rising petroleum costs that have been passed on to consumers, resulting in higher fertilizer prices. However, a recently published study by Kline & Co. reveals that insect repellents remain the leading growth category in the consumer market segment, even though the buzz surrounding the West Nile virus seems to have let up, at least temporarily. "Much of the sales growth is coming more from outdoor treatments rather than on-skin applications," says Dennis Fugate, industry manager for the specialty pesticides practice of Kline's research division.

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