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Mosquito Repellents Market Research Report – Forecast till 2030

Report / Search Code: MRFR/CR/5902-HCR

Publish Date: September, 2023

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Price	1-user PDF : \$ 4950.0	Site PDF : \$ 3250.0	Enterprise PDF : \$ 7250.0
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Description:

Global Mosquito Repellents Market Overview

Mosquito Repellents Market Size was valued at USD 3.6 billion in 2022. The Mosquito Repellents market industry is projected to grow from USD 3.92 Billion in 2023 to USD 6.58 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 9.01% during the forecast period (2023 - 2030). Growing awareness of the importance of mosquito control and increasing incidence of mosquito-borne diseases are the key market drivers enhancing the market growth.

Global Mosquito Repellents Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Mosquito Repellents Market Trends

- **Increasing incidence of mosquito-borne diseases to boost market growth**

One of the major drivers of the mosquito repellents market is the increasing incidence of mosquito-borne diseases. According to the World Health Organization (WHO), mosquito-borne diseases such as malaria, dengue fever, and Zika virus continue to be a major public health concern, particularly in developing countries. In 2020, an estimated 229 million cases of malaria were reported worldwide, with the majority occurring in sub-Saharan Africa. The need for effective mosquito repellents to prevent the spread of these diseases is driving demand in the market.

The rising demand for natural and organic products is also driving the growth of the mosquito repellents market. Many consumers are seeking natural and organic mosquito repellents that are free from harmful chemicals. This trend is driving the development of new products that use plant-based ingredients, such as citronella oil and neem oil.

Moreover, technological advancements in product development are driving innovation in the mosquito repellent market. Advances in technology have led to the development of new and more effective mosquito repellent products, such as wearable devices and ultrasonic repellents. For instance, companies like Therma cell are developing mosquito repellent devices that use heat to create a 15 x 15-foot mosquito-free zone.

Mosquito Repellents Market Segment Insights

Mosquito Repellents Type Insights

The Mosquito Repellents market segmentation, based on type, includes spray, coil, vaporizer, patches, oil & cream, and others. The vaporizer mosquito repellents segment held the majority share in 2022 contribution to the Mosquito Repellents market revenue. Vaporizers are the most commonly used mosquito repellents due to their low cost and easy availability. However, sprays, creams, and lotions are gaining popularity due to their ease of use and effectiveness.

Mosquito Repellents Form Insights

The mosquito repellents market data has been bifurcated by form into liquid, solids, aerosols, and others. The solid form segment dominated the market in 2022 and is projected to be the faster-growing segment during the forecast period, 2022-2030. This is because solid forms, such as coils and sticks, are easy to use, portable, and can provide long-lasting protection against mosquitoes and other biting insects. In some regions, such as Asia and Africa, mosquito coils have been a popular form of mosquito repellent for many years. These coils are made from a combination of natural and synthetic ingredients and are burned to release mosquito-repelling smoke into the air.

Mosquito Repellents Distribution Channel Insights

The Mosquito Repellents market segmentation, based on distribution channel, includes store-

based, and non-store-based. The store-based segment dominated the market in 2022 and is projected to be the faster-growing segment during the forecast period, 2022-2030. Non-store-based channels are gaining popularity as consumers increasingly prefer to purchase products online due to convenience and availability of a wider range of products. Store based is the largest distribution channels due to their widespread availability and high footfall. Hence, rising distribution channels of store-based for mosquito repellents positively impacts the market growth.

Figure 1: Mosquito Repellents Market, by Distribution Channel, 2022 & 2030 (USD Billion)
Mosquito Repellents Market, by Distribution Channel, 2022 & 2030

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Mosquito Repellents Regional Insights

By Region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. Asia-Pacific mosquito repellents market accounted for USD 1.64 billion in 2022 and is expected to exhibit a significant CAGR growth during the study period. This is attributed to its high population density and prevalence of mosquito-borne diseases. The region is also expected to witness the highest growth rate during the forecast period. India, China, and Indonesia are some of the major markets in Asia-Pacific. Moreover, China Mosquito Repellents market held the largest market share, and the India Mosquito Repellents market was the fastest growing market in the Asia-Pacific region.

Further, the major countries studied in the market report are: The U.S, Canada, Germany, France, UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 3: MOSQUITO REPELLENTS MARKET SHARE BY REGION 2022 (%)
MOSQUITO REPELLENTS MARKET SHARE BY REGION 2022

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe Mosquito Repellents market accounts for the second-largest market share due to the high incidence of mosquito-borne diseases and increasing awareness about the importance of mosquito control. The region is expected to witness moderate growth during the forecast period. Further, the Germany Mosquito Repellents market held the largest market share, and the UK Mosquito Repellents market was the fastest growing market in the European region.

The North America Mosquito Repellents Market is expected to grow at the fastest CAGR from 2022 to 2030. This is due to the high awareness of the health risks associated with mosquito bites. The region is expected to witness steady growth during the forecast period.

Mosquito Repellents Key Market Players & Competitive Insights

Major market players are spending a lot of money on R&D to increase their product lines, which will help the Mosquito Repellents market grow even more. Market participants are also taking a range of strategic initiatives to grow their worldwide footprint, with key market developments such as new product launches, contractual agreements, mergers and acquisitions, increased investments, and collaboration with other organizations. Competitors in the mosquito repellents industry must offer cost-effective items to expand and survive in an increasingly competitive and rising market environment.

One of the primary business strategies adopted by manufacturers in the mosquito repellents industry to benefit clients and expand the market sector is to manufacture locally to reduce operating costs. In recent years, mosquito repellents industry has provided innovative products with some of the most significant benefits. The mosquito repellents market major player such as SC Johnson & Son Inc. (US), Reckitt Benckiser Group PLC (UK), PIC Corporation (US), Godrej Consumer Products Limited (India), Coghlan's Ltd (Canada), Genesis Group (Singapore), Jyothi Laboratories (India), Sawyer Products Inc. (US), Howard Ltd (UK), Spectrum Brands Holdings Inc. (US) and others are working to expand the market demand by investing in research and development activities.

SC Johnson is a privately held, American-based company that produces a range of household cleaning and consumer products, including mosquito repellents. The company's portfolio of mosquito repellents includes products under the brand names of OFF!, Raid, and Afta. These products are designed to protect consumers from mosquitoes and other biting insects and are available in various forms such as sprays, lotions, and candles. Apart from mosquito repellents, SC Johnson's other popular product lines include household cleaning products such as Windex, Pledge, and Scrubbing Bubbles, as well as air care products such as Glade and Ziploc storage bags. For instance, in February 2020, SC Johnson, a leading player in the mosquito repellents market, announced a partnership with Plastic Bank, a social enterprise that aims to reduce plastic waste in the environment. Through this partnership, SC Johnson plans to increase the use of recycled plastic in its mosquito repellent packaging.

Godrej Consumer Products Ltd (GCPL) is a leading Indian consumer goods company that produces a range of household and personal care products, including mosquito repellents. The company was founded in 2001 and is headquartered in Mumbai, India. GCPL has a strong presence in emerging markets and operates in more than 60 countries across the world. For instance, in September 2019, Godrej Consumer Products Ltd, a leading player in the mosquito repellents market, acquired the balance 51% stake in its joint venture in Indonesia, PT Megasari Makmur Group. This acquisition helped the company to expand its presence in the Indonesian market.

Key Companies in the Mosquito Repellents market includes

- SC Johnson & Son Inc. (US)
- Reckitt Benckiser Group PLC (UK)
- PIC Corporation (US)
- Godrej Consumer Products Limited (India)
- Coghlan's Ltd (Canada)
- Genesis Group (Singapore)
- Jyothi Laboratories (India)
- Sawyer Products Inc. (US)
- Howard Ltd (UK)
- Spectrum Brands Holdings Inc. (US)

Mosquito Repellents Industry Developments

April 2020: Citronella & Co., an Australian-based mosquito repellent manufacturer, launched its line of natural mosquito repellents made from essential oils. The new product line included sprays, lotions, and candles, and was aimed at providing consumers with a natural alternative to chemical-based repellents.

October 2020: Spectrum Brands Holdings, a consumer products company, launched a new line of mosquito repellents under its Cutter brand. The new product line included sprays, candles, and lanterns, and was aimed at providing consumers with a variety of options to protect themselves from mosquitoes.

January 2022: SC Johnson announced the acquisition of Boom! Mosquito, a Brazilian company that produces natural mosquito repellents made from plant extracts. This acquisition helped SC Johnson to expand its portfolio of natural mosquito repellent products and increase its presence in the Brazilian market.

Mosquito Repellents Market Segmentation

Mosquito Repellents Type Outlook

- Spray
- Coil
- Vaporizer
- Patches
- Oil & Cream
- Others

Mosquito Repellents Form Outlook

- Liquid
- Solids
- Aerosols
- Others

Mosquito Repellents Distribution Channel Outlook

- Store-Based
- Non-Store-Based

Mosquito Repellents Regional Outlook

North America

US

Canada
Europe
Germany
France
UK
Italy
Spain
Rest of Europe
Asia-Pacific
China
Japan
India
Australia
South Korea
Australia
Rest of Asia-Pacific
Rest of the World
Middle East
Africa
Latin America

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