

Mosquito Repellent Market by Type (Coil, Spray, Cream & Oil, Vaporizer, Mat, and Others) and Distribution Channel (Hypermarket/Supermarket, Independent Stores, Online, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The global mosquito repellents size was valued at \$4.1 billion in 2020, and is estimated to reach \$6.0 billion by 2027 with a CAGR of 5.6% from 2020 to 2027. Mosquito repellent is a chemical substance applied to skin, clothing, or other surfaces, which stops mosquitos from landing or climbing on that surface. Mosquito repellents are divided into two chemical classes, namely, synthetic chemicals, such as DEET (N, N-diethyl-3-methylbenzamide), picaridin and plant-derived oils, such as oil of lemon eucalyptus and oil of citronella. Mostly, natural substances are used in herbal mosquito repellents. According to a study conducted by the U.S. national library of medicine, people reported different health problems such a breathing problem, itching in eyes, and headache after using mosquito repellents. Manufacturers are coming up with various products that have less harmful effect on humans. This, in turn, is anticipated to boost the mosquito repellent market growth significantly during the forecast period.

Availability of both body worn and non-body worn sprays have gained popularity in the world mosquito repellent market. Currently, the market is trending with sprays based upon herbal ingredients, which is skin friendly and lasts longer than chemical based sprays. Sprays are highly adopted in North America and Europe, owing to their high-performance efficiency. In LAMEA and Asia-Pacific, growing health consciousness would boost the demand for mosquito repellent sprays. Moreover, manufacturers nowadays are focused on high-quality packaging and attractive marketing &

promotional strategies, which drive the growth of the mosquito repellent market. However, presence of toxic chemicals, such as DEET, in various mosquito repellent products cause ill effects on health, which are likely to restrain the growth of this market.

Increase in penetration of various online portals in developing regions and rise in number of offers or discounts, attracts the consumer to purchase mosquito repellent through online channel. Moreover, online sales channel has increased the consumer reach, owing to which it has evolved as a key source of revenue for many companies. Furthermore, the online sales market is expected to expand in the near future due to rapid growth in online and mobile user customer bases in emerging markets. Moreover, increase in e-commerce sales, improvements in logistics services, ease in payment options, and the facility to enter in new international markets for major brands further boost the growth of the mosquito repellent market.

The global mosquito repellent market is segmented on the basis of type, distribution channel, and region. By type, the market is categorized into coil, spray, cream & oil, vaporizer, mat, and other products. On the basis of distribution channel, it is classified into hypermarket/supermarket, specialty stores, independent stores, online, and others. Region wise, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the mosquito repellent industry include S. C. Johnson & Son, Inc., Spectrum Brands Holdings, Inc., Sawyer Products, Inc., Coghlan's Ltd., Dabur International Ltd, Godrej Consumer Products Limited, Himalaya Herbals, Johnson & Johnson Services, Inc., Jyothy Laboratories Ltd., and Reckitt Benckiser Group plc.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the mosquito repellent market analysis from 2019 to 2027 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped on the basis of market share.

The market forecast is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of the buyers and suppliers

to enable stakeholders make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the mosquito repellent market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global industry trends, key players, market segments, application areas, and market growth strategies.

KEY MARKET SEGMENTS

By Type

Coil

Spray

Cream & Oil

Vaporizer

Mat

Others

By Distribution Channel

Hypermarkets/Supermarkets

Independent Stores

Online

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia & New Zealand

ASEAN

Rest of Asia-pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Primary research
 - 1.4.2.Secondary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
 - 2.1.1.Top impacting factors
 - 2.1.2.Top impacting factors of Mosquito repellent market are elaborated below:
 - 2.1.2.1.Rising mosquito borne diseases
 - 2.1.2.2.Increasing awareness
 - 2.1.2.3.Rise in global temperature
 - 2.1.2.4.Rise in the demand of herbal based repellents
 - 2.1.2.5.Marketing and positioning strategies
 - 2.1.2.6.Health vulnerabilities
 - 2.1.3.Top investment pockets
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key forces shaping footwear industry/market
 - 3.2.1.Bargaining power of suppliers
 - 3.2.2.Bargaining power of buyers
 - 3.2.3.Threat of substitution
 - 3.2.4.High threat of new entrants
 - 3.2.5.High intensity of competitive rivalry
- 3.3.Value chain analysis
 - 3.3.1.Raw material supplier
 - 3.3.2.Mosquito repellent manufacturer
 - 3.3.3.Distributors

- 3.3.4. Consumers
- 3.1. Market dynamics
 - 3.1.1. Drivers
 - 3.1.1.1. Rising incidences of mosquito borne diseases
 - 3.1.1.2. Rise in global temperature
 - 3.1.1.3. Cost efficiency
 - 3.1.1.4. Rising health concerns and literacy levels
 - 3.1.2. Restraints
 - 3.1.2.1. Health vulnerabilities
 - 3.1.2.2. Fake mosquito repellents flooded city markets
 - 3.1.3. Opportunities
 - 3.1.3.1. Rising in the demand of herb-based repellents
 - 3.1.3.2. Marketing and positioning strategies

CHAPTER 4: MOSQUITO REPELLENT MARKET, BY TYPE

- 4.1. Overview
 - 4.1.1. Market size and forecast, by global
- 4.2. Coil
 - 4.2.1. Key market trends, growth factors, and opportunities
 - 4.2.2. Market size and forecast, by region
 - 4.2.3. Market analysis, by country
- 4.3. Spray
 - 4.3.1. Key market trends, growth factors, and opportunities
 - 4.3.2. Market size and forecast, by region
 - 4.3.3. Market analysis, by country
- 4.4. Cream & Oil
 - 4.4.1. Key market trends, growth factors, and opportunities
 - 4.4.2. Market size and forecast, by region
 - 4.4.3. Market analysis, by country
- 4.5. Vaporizer
 - 4.5.1. Key market trends, growth factors, and opportunities
 - 4.5.2. Market size and forecast, by region
 - 4.5.3. Market analysis, by country
- 4.6. Mat
 - 4.6.1. Key market trends, growth factors, and opportunities
 - 4.6.2. Market size and forecast, by region
 - 4.6.3. Market analysis, by country
- 4.7. Others

- 4.7.1.Key market trends, growth factors, and opportunities
- 4.7.2.Market size and forecast, by region
- 4.7.3.Market analysis, by country

CHAPTER 5:MOSQUITO REPELLENT MARKET, BY DISTRIBUTION CHANNEL

5.1.Overview

- 5.1.1.Market size and forecast, by distribution channel

5.2.Hypermarket/Supermarket

- 5.2.1.Key market trends, growth factors, and opportunities
- 5.2.2.Market size and forecast, by region
- 5.2.3.Market analysis, by country

5.3.Independent Stores

- 5.3.1.Key market trends, growth factors, and opportunities
- 5.3.2.Market size and forecast, by region
- 5.3.3.Market analysis, by country

5.4.Online

- 5.4.1.Key market trends, growth factors, and opportunities
- 5.4.2.Market size and forecast, by region
- 5.4.3.Market analysis, by country

5.5.Others

- 5.5.1.Key market trends, growth factors, and opportunities
- 5.5.2.Market size and forecast, by region
- 5.5.3.Market analysis, by country

CHAPTER 6:MOSQUITO REPELLENT MARKET, BY REGION

6.1.Overview

- 6.1.1.Market size and forecast, by region

6.2.North America

- 6.2.1.Key market trends, growth factors, and opportunities
- 6.2.2.Market size and forecast, by type
- 6.2.4.Market size and forecast, by distribution channel
- 6.2.5.Market analysis, by country

6.2.5.1.U.S.

- 6.2.5.1.1.Market size and forecast, by type
- 6.2.5.1.3.Market size and forecast, by distribution channel

6.2.5.2.CANADA

- 6.2.5.2.1.Market size and forecast, by type

6.2.5.2.3. Market size and forecast, by distribution channel

6.2.5.3. MEXICO

6.2.5.3.1. Market size and forecast, by type

6.2.5.3.3. Market size and forecast, by distribution channel

6.3. Europe

6.3.1. Key market trends, growth factors, and opportunities

6.3.2. Market size and forecast, by type

6.3.3. Market size and forecast, by distribution channel

6.3.4. Market analysis, by country

6.3.4.1. UK

6.3.4.1.1. Market size and forecast, by type

6.3.4.1.3. Market size and forecast, by distribution channel

6.3.4.2. GERMANY

6.3.4.2.1. Market size and forecast, by type

6.3.4.2.3. Market size and forecast, by distribution channel

6.3.4.4. FRANCE

6.3.4.4.1. Market size and forecast, by type

6.3.4.4.3. Market size and forecast, by distribution channel

6.3.4.5. ITALY

6.3.4.5.1. Market size and forecast, by type

6.3.4.5.3. Market size and forecast, by distribution channel

6.3.4.6. SPAIN

6.3.4.6.1. Market size and forecast, by type

6.3.4.6.3. Market size and forecast, by distribution channel

6.3.4.7. REST OF EUROPE

6.3.4.7.1. Market size and forecast, by type

6.3.4.7.3. Market size and forecast, by distribution channel

6.4. Asia-Pacific

6.4.1. Key market trends, growth factors, and opportunities

6.4.2. Market size and forecast, by type

6.4.3. Market size and forecast, by distribution channel

6.4.4. Market analysis, by country

6.4.4.1. CHINA

6.4.4.1.1. Market size and forecast, by type

6.4.4.1.2. Market size and forecast, by distribution channel

6.4.4.2. JAPAN

6.4.4.2.1. Market size and forecast, by type

6.4.4.2.2. Market size and forecast, by distribution channel

6.4.4.3. INDIA

- 6.4.4.3.1. Market size and forecast, by type
- 6.4.4.3.2. Market size and forecast, by distribution channel
- 6.4.4.4. AUSTRALIA AND NEW ZEALAND
 - 6.4.4.4.1. Market size and forecast, by type
 - 6.4.4.4.2. Market size and forecast, by distribution channel
- 6.4.4.5. ASEAN
 - 6.4.4.5.1. Market size and forecast, by type
 - 6.4.4.5.2. Market size and forecast, by distribution channel
- 6.4.4.6. REST OF ASIA-PACIFIC
 - 6.4.4.6.1. Market size and forecast, by type
 - 6.4.4.6.2. Market size and forecast, by distribution channel

6.5. LAMEA

- 6.5.1. Key market trends, growth factors, and opportunities
- 6.5.2. Market size and forecast, by type
- 6.5.3. Market size and forecast, by distribution channel
- 6.5.4. Market analysis, by country
 - 6.5.4.1. LATIN AMERICA
 - 6.5.4.1.1. Market size and forecast, by type
 - 6.5.4.1.2. Market size and forecast, by distribution channel
 - 6.5.4.2. MIDDLE EAST
 - 6.5.4.2.1. Market size and forecast, by type
 - 6.5.4.2.2. Market size and forecast, by distribution channel
 - 6.5.4.3. AFRICA
 - 6.5.4.3.1. Market size and forecast, by type
 - 6.5.4.3.2. Market size and forecast, by distribution channel

CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Competitive Dashboard
- 7.2. Product Mapping
- 7.3. Competitive Heatmap
- 7.4. Top winning strategies
- 7.5. Key developments
 - 7.5.1. Business expansion
 - 7.5.2. Product launch
 - 7.5.3. Acquisition
 - 7.5.4. Merger

CHAPTER 8: COMPANY PROFILES

8.1.Coghlan's Ltd.

8.1.1.Company overview

8.1.2.Key Executive

8.1.3.Company snapshot

8.1.4.Product portfolio

8.1.5.SWOT analysis

8.2.Dabur International Ltd.

8.2.1.Company overview

8.2.2.Key Executive

8.2.3.Company snapshot

8.2.4.Operating business segments

8.2.5.Product portfolio

8.2.6.R&D Expenditure

8.2.7.Business performance

8.2.8.SWOT analysis

8.3.Godrej Consumer Products Limited

8.3.1.Company overview

8.3.2.Key Executive

8.3.3.Company snapshot

8.3.4.Operating business segments

8.3.5.Product portfolio

8.3.6.Business performance

8.3.7.Key strategic moves and developments

8.3.8.SWOT analysis

8.4.Himalaya Herbals

8.4.1.Company overview

8.4.2.Key Executive

8.4.3.Company snapshot

8.4.4.Product portfolio

8.4.5.SWOT analysis

8.5.Johnson & Johnson Services, Inc. (J&J)

8.5.1.Company overview

8.5.2.Key Executive

8.5.3.Company snapshot

8.5.4.Operating business segments

8.5.5.Product portfolio

8.5.6.R&D Expenditure

8.5.7.Business performance

8.5.8.SWOT analysis

8.6.Jyothy Laboratories Ltd. (JLL)

8.6.1.Company overview

8.6.2.Key Executive

8.6.3.Company snapshot

8.6.4.Operating business segments

8.6.5.Product portfolio

8.6.6.R&D Expenditure

8.6.7.Business performance

8.6.8.Key strategic moves and developments

8.6.9.SWOT analysis

8.7.Reckitt Benckiser Group plc.

8.7.1.Company overview

8.7.2.Key Executive

8.7.3.Company snapshot

8.7.4.Operating business segments

8.7.5.Product portfolio

8.7.6.R&D Expenditure

8.7.7.Business performance

8.7.8.Key strategic moves and developments

8.7.9.SWOT analysis

8.8.S. C. Johnson & Son, Inc.

8.8.1.Company overview

8.8.2.Key Executive

8.8.3.Company snapshot

8.8.4.Product portfolio

8.8.5.Key strategic moves and developments

8.8.6.SWOT analysis

8.9.Spectrum Brands Holdings, Inc.

8.9.1.Company overview

8.9.2.Key Executive

8.9.3.Company snapshot

8.9.4.Operating business segments

8.9.5.Product portfolio

8.9.6.R&D Expenditure

8.9.7.Business performance

8.9.8.Key strategic moves and developments

8.9.9.SWOT analysis

8.10.Sawyer Products, Inc.

8.10.1.Company overview

8.10.2.Key Executive

8.10.3.Company snapshot

8.10.4.Product portfolio

8.10.5.SWOT Analysis

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL MOSQUITO REPELLENT MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 02.MOSQUITO REPELLENT MARKET BY REVENUE FOR COIL, BY REGION,
2019–2027 (\$MILLION)

TABLE 03.MOSQUITO REPELLENT MARKET BY REVENUE FOR SPRAY, BY
REGION, 2019–2027 (\$MILLION)

TABLE 04.MOSQUITO REPELLENT MARKET BY REVENUE FOR CREAM & OIL, BY
REGION, 2019–2027 (\$MILLION)

TABLE 05.MOSQUITO REPELLENT MARKET BY REVENUE FOR VAPORIZER, BY
REGION, 2019–2027 (\$MILLION)

TABLE 06.MOSQUITO REPELLENT MARKET BY REVENUE FOR MAT, BY REGION,
2019–2027 (\$MILLION)

TABLE 07.MOSQUITO REPELLENT MARKET BY REVENUE FOR OTHERS, BY
REGION, 2019–2027 (\$MILLION)

TABLE 08.GLOBAL MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 09.MOSQUITO REPELLENT MARKET BY REVENUE FOR
HYPERMARKET/SUPERMARKET, BY REGION, 2019–2027 (\$MILLION)

TABLE 10.MOSQUITO REPELLENT MARKET BY REVENUE FOR INDEPENDENT
STORES, BY REGION, 2019–2027 (\$MILLION)

TABLE 11.MOSQUITO REPELLENT MARKET BY REVENUE FOR ONLINE, BY
REGION, 2019–2027 (\$MILLION)

TABLE 12.MOSQUITO REPELLENT MARKET BY REVENUE FOR OTHERS, BY
REGION, 2019–2027 (\$MILLION)

TABLE 13.GLOBAL MOSQUITO REPELLENT MARKET, BY REGION, 2019–2027
(\$MILLION)

TABLE 14.NORTH AMERICA MOSQUITO REPELLENT MARKET REVENUE, BY
TYPE 2019–2027 (\$MILLION)

TABLE 15.NORTH AMERICA MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 16.NORTH AMERICA MOSQUITO REPELLENT MARKET REVENUE, BY
COUNTRY, 2019–2027 (\$MILLION)

TABLE 17.U.S. MOSQUITO REPELLENT MARKET REVENUE, BY TYPE 2019-2027
(\$MILLION)

TABLE 18.U.S. MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION

CHANNEL 2019–2027 (\$MILLION)

TABLE 19.CANADA MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 20.CANADA MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 21.MEXICO MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 22.MEXICO MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 23.EUROPE MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019–2027 (\$MILLION)

TABLE 24.EUROPE MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 25.EUROPE MOSQUITO REPELLENT MARKET REVENUE, BY COUNTRY,
2019–2027 (\$MILLION)

TABLE 26.UK MOSQUITO REPELLENT MARKET REVENUE, BY TYPE 2019-2027
(\$MILLION)

TABLE 27.UK MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 28.GERMANY MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 29.GERMANY MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 30.FRANCE MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 31.FRANCE MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 32.ITALY MOSQUITO REPELLENT MARKET REVENUE, BY TYPE 2019-2027
(\$MILLION)

TABLE 33.ITALY MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 34.SPAIN MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 35.SPAIN MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 36.REST OF EUROPE MOSQUITO REPELLENT MARKET REVENUE, BY
TYPE 2019-2027 (\$MILLION)

TABLE 37.REST OF EUROPE MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 38.ASIA-PACIFIC MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019–2027 (\$MILLION)

TABLE 39.ASIA-PACIFIC MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 40.ASIA-PACIFIC MOSQUITO REPELLENT MARKET REVENUE, BY
COUNTRY, 2019–2027 (\$MILLION)

TABLE 41.CHINA MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 42.CHINA MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 43.JAPAN MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 44.JAPAN MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 45.INDIA MOSQUITO REPELLENT MARKET REVENUE, BY TYPE 2019-2027
(\$MILLION)

TABLE 46.INDIA MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 47.AUSTRALIA AND NEW ZEALAND MOSQUITO REPELLENT MARKET
REVENUE, BY TYPE 2019-2027 (\$MILLION)

TABLE 48.AUSTRALIA AND NEW ZEALAND MOSQUITO REPELLENT MARKET
REVENUE, BY DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 49.ASEAN MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 50.ASEAN MOSQUITO REPELLENT MARKET REVENUE, BY DISTRIBUTION
CHANNEL 2019–2027 (\$MILLION)

TABLE 51.REST OF ASIA-PACIFIC MOSQUITO REPELLENT MARKET REVENUE,
BY TYPE 2019-2027 (\$MILLION)

TABLE 52.REST OF ASIA-PACIFIC MOSQUITO REPELLENT MARKET REVENUE,
BY DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 53.LAMEA MOSQUITO REPELLENT MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 54.LAMEA MOSQUITO REPELLENT MARKET VALUE, BY DISTRIBUTION
CHANNEL, 2019–2027 (\$MILLION)

TABLE 55.LAMEA MOSQUITO REPELLENT MARKET VALUE, BY COUNTRY,
2019–2027 (\$MILLION)

TABLE 56.LATIN AMERICA MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 57.LATIN AMERICA MOSQUITO REPELLENT MARKET REVENUE, BY

DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 58.MIDDLE EAST MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 59.MIDDLE EAST MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 60.AFRICA MOSQUITO REPELLENT MARKET REVENUE, BY TYPE
2019-2027 (\$MILLION)

TABLE 61.AFRICA MOSQUITO REPELLENT MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 62.COGLAN'S LTD.: KEY EXECUTIVES

TABLE 63.COGLAN'S LTD.: COMPANY SNAPSHOT

TABLE 64.COGLAN'S LTD.: PRODUCT PORTFOLIO

TABLE 65.DABUR INTERNATIONAL LTD.: KEY EXECUTIVES

TABLE 66.DABUR INTERNATIONAL LTD.: COMPANY SNAPSHOT

TABLE 67.DABUR INTERNATIONAL LTD.: OPERATING SEGMENTS

TABLE 68.DABUR INTERNATIONAL LTD.: PRODUCT PORTFOLIO

TABLE 69.DABUR INTERNATIONAL LTD.: R&D EXPENDITURE, 2016–2018
(\$MILLION)

TABLE 70.DABUR INTERNATIONAL LTD.: NET SALES, 2016–2018 (\$MILLION)

TABLE 71.GODREJ CONSUMER PRODUCTS LIMITED: KEY EXECUTIVES

TABLE 72.GODREJ CONSUMER PRODUCTS LIMITED: COMPANY SNAPSHOT

TABLE 73.GODREJ CONSUMER PRODUCTS LIMITED: OPERATING SEGMENTS

TABLE 74.GODREJ CONSUMER PRODUCTS LIMITED: PRODUCT PORTFOLIO

TABLE 75.GODREJ CONSUMER PRODUCTS LIMITED: NET SALES, 2016–2018
(\$MILLION)

TABLE 76.HIMALAYA HERBALS: KEY EXECUTIVES

TABLE 77.HIMALAYA HERBALS: COMPANY SNAPSHOT

TABLE 78.HIMALAYA HERBALS: PRODUCT PORTFOLIO

TABLE 79.J&J: KEY EXECUTIVES

TABLE 80.J&J: COMPANY SNAPSHOT

TABLE 81.J&J: OPERATING SEGMENTS

TABLE 82.J&J: PRODUCT PORTFOLIO

TABLE 83.J&J: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 84.J&J: NET SALES, 2016–2018 (\$MILLION)

TABLE 85.JLL: KEY EXECUTIVES

TABLE 86.JLL: COMPANY SNAPSHOT

TABLE 87.JLL: OPERATING SEGMENTS

TABLE 88.JLL: PRODUCT PORTFOLIO

TABLE 89.JLL: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 90.JLL: NET SALES, 2016–2018 (\$MILLION)
TABLE 91.RECKITT BENCKISER GROUP PLC.: KEY EXECUTIVES
TABLE 92.RECKITT BENCKISER GROUP PLC.: COMPANY SNAPSHOT
TABLE 93.RECKITT BENCKISER GROUP PLC.: OPERATING SEGMENTS
TABLE 94.RECKITT BENCKISER GROUP PLC.: PRODUCT PORTFOLIO
TABLE 95.RECKITT BENCKISER GROUP PLC.: R&D EXPENDITURE, 2016–2018 (\$MILLION)
TABLE 96.RECKITT BENCKISER GROUP PLC.: NET SALES, 2016–2018 (\$MILLION)
TABLE 97.S. C. JOHNSON & SON, INC.: KEY EXECUTIVES
TABLE 98.S. C. JOHNSON & SON, INC.: COMPANY SNAPSHOT
TABLE 99.S. C. JOHNSON & SON, INC.: PRODUCT PORTFOLIO
TABLE 100.SPECTRUM BRANDS HOLDINGS, INC.: KEY EXECUTIVES
TABLE 101.SPECTRUM BRANDS HOLDINGS, INC.: COMPANY SNAPSHOT
TABLE 102.SPECTRUM BRANDS HOLDINGS, INC.: OPERATING SEGMENTS
TABLE 103.SPECTRUM BRANDS HOLDINGS, INC.: PRODUCT PORTFOLIO
TABLE 104.SPECTRUM BRANDS HOLDINGS, INC.: R&D EXPENDITURE, 2016–2018 (\$MILLION)
TABLE 105.SPECTRUM BRANDS HOLDINGS, INC.: NET SALES, 2016–2018 (\$MILLION)
TABLE 106.SAWYER PRODUCTS, INC.: KEY EXECUTIVES
TABLE 107.SAWYER PRODUCTS, INC.: COMPANY SNAPSHOT
TABLE 108.SAWYER PRODUCTS, INC.: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.TOP IMPACTING FACTORS

FIGURE 03.TOP INVESTMENT POCKETS

FIGURE 04.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 05.HIGH BARGAINING POWER OF BUYERS

FIGURE 06.MODERATE THREAT OF SUBSTITUTION

FIGURE 07.HIGH THREAT OF NEW ENTRANTS

FIGURE 08.HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 09.VALUE CHAIN MODEL OF MOSQUITO REPELLENT MARKET

FIGURE 10.DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 11.GLOBAL MOSQUITO REPELLENT MARKET, BY TYPE, 2019–2027 (%)

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR COIL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR SPRAY, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR CREAM & OIL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR VAPORIZER, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR MAT, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.GLOBAL MOSQUITO REPELLENT MARKET, BY DISTRIBUTION CHANNEL, 2019–2027 (%)

FIGURE 19.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR HYPERMARKET/SUPERMARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR INDEPENDENT STORES, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR ONLINE SALES CHANNEL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF MOSQUITO REPELLENT MARKET FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.GLOBAL MOSQUITO REPELLENT MARKET, BY DISTRIBUTION CHANNEL, 2019-2027(%)

FIGURE 24.U.S. MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 25.CANADA MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 26.MEXICO MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 27.UK MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 28.GERMANY MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 29.FRANCE MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 30.ITALY MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 31.SPAIN MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 32.REST OF EUROPE MOSQUITO REPELLENT MARKET REVENUE,
2019-2027 (\$MILLION)

FIGURE 33.CHINA MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 34.JAPAN MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 35.INDIA MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 36.AUSTRALIA AND NEW ZEALAND MOSQUITO REPELLENT MARKET
REVENUE, 2019-2027 (\$MILLION)

FIGURE 37.ASEAN MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 38.REST OF ASIA-PACIFIC MOSQUITO REPELLENT MARKET REVENUE,
2019-2027 (\$MILLION)

FIGURE 39.LATIN AMERICA MOSQUITO REPELLENT MARKET REVENUE,
2019-2027 (\$MILLION)

FIGURE 40.MIDDLE EAST MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 41.AFRICA MOSQUITO REPELLENT MARKET REVENUE, 2019-2027
(\$MILLION)

FIGURE 42.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 43.PRODUCT MAPPING OF TOP 10 KEY PLAYERS

FIGURE 44.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 45.TOP WINNING STRATEGIES, BY YEAR, 2016–2020

FIGURE 46.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2016–2020*

FIGURE 47.TOP WINNING STRATEGIES, BY COMPANY, 2016–2020*

FIGURE 48.COGLAN'S LTD.: SWOT ANALYSIS

FIGURE 49.DABUR INTERNATIONAL LTD.: R&D EXPENDITURE, 2016–2018
(\$MILLION)

FIGURE 50.DABUR INTERNATIONAL LTD.: NET SALES, 2016–2018 (\$MILLION)

FIGURE 51.DABUR INTERNATIONAL LTD.: REVENUE SHARE BY SEGMENT, 2018
(%)

FIGURE 52.DABUR INTERNATIONAL LTD.: REVENUE SHARE BY REGION, 2018
(%)

FIGURE 53.DABUR INTERNATIONAL LTD.: SWOT ANALYSIS

FIGURE 54.GODREJ CONSUMER PRODUCTS LIMITED: NET SALES, 2016–2018
(\$MILLION)

FIGURE 55.GODREJ CONSUMER PRODUCTS LIMITED: REVENUE SHARE BY
SEGMENT, 2018 (%)

FIGURE 56.GODREJ CONSUMER PRODUCTS LIMITED: REVENUE SHARE BY
REGION, 2018 (%)

FIGURE 57.GODREJ CONSUMER PRODUCTS LIMITED: SWOT ANALYSIS

FIGURE 58.HIMALAYA HERBALS: SWOT ANALYSIS

FIGURE 59.J&J: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 60.J&J: NET SALES, 2016–2018 (\$MILLION)

FIGURE 61.J&J: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 62.J&J: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 63.J&J: SWOT ANALYSIS

FIGURE 64.JLL: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 65.JLL: NET SALES, 2016–2018 (\$MILLION)

FIGURE 66.JLL: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 67.JLL: SWOT ANALYSIS

FIGURE 68.RECKITT BENCKISER GROUP PLC.: R&D EXPENDITURE, 2016–2018
(\$MILLION)

FIGURE 69.RECKITT BENCKISER GROUP PLC.: NET SALES, 2016–2018
(\$MILLION)

FIGURE 70.RECKITT BENCKISER GROUP PLC.: REVENUE SHARE BY SEGMENT,
2018 (%)

FIGURE 71.RECKITT BENCKISER GROUP PLC.: REVENUE SHARE BY REGION,
2018 (%)

FIGURE 72.RECKITT BENCKISER GROUP PLC.: SWOT ANALYSIS

FIGURE 73.S.C. JOHNSON & SON, INC.: SWOT ANALYSIS

FIGURE 74.SPECTRUM BRANDS HOLDINGS, INC.: R&D EXPENDITURE,
2016–2018 (\$MILLION)

FIGURE 75.SPECTRUM BRANDS HOLDINGS, INC.: NET SALES, 2016–2018
(\$MILLION)

FIGURE 76.SPECTRUM BRANDS HOLDINGS, INC.: REVENUE SHARE BY
SEGMENT, 2018 (%)

FIGURE 77.SPECTRUM BRANDS HOLDINGS, INC.: REVENUE SHARE BY REGION,
2018 (%)

FIGURE 78.SPECTRUM BRANDS HOLDINGS, INC.: SWOT ANALYSIS

FIGURE 79.SAWYER PRODUCTS, INC.: SWOT ANALYSIS

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