

Global Body Worn Insect Repellent Market Size study & Forecast, by Product (Apparel, Oils & Creams, Stickers & Patches) by Distribution Channel (Online, Offline) and Regional Analysis, 2023-2030

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Abstracts

Global Body Worn Insect Repellent Market is valued at approximately USD 507.93 million in 2022 and is anticipated to grow with a healthy growth rate of more than 9.06% over the forecast period 2023-2030. Body-worn insect repellents are products designed to help prevent insects, such as mosquitoes and ticks, from biting or landing on the body. These repellents typically come in the form of sprays, lotions, creams, or wearable devices that emit insect-repelling substances. They work by either masking the scent of the user or by creating a barrier that insects find unappealing. The key factors driving the market growth are increasing awareness of insect-borne diseases, growing outdoor recreational activities, supportive government initiatives, and public health campaigns, and rising disposable income and urbanization are anticipated to support the market growth.

Moreover, the growing prevalence of insect-borne diseases like malaria, dengue fever, Zika virus, Lyme disease, and West Nile virus has raised awareness about the importance of protection against insects. This increased awareness has led to a higher demand for effective insect repellents. According to Statista, in 2018 the number of malaria cases worldwide was 2,3100 thousand, and in 2021 the number reached 2,4700. As a result, the rising prevalence of insect-borne diseases is anticipated to support market growth. Additionally, increasing preference for natural and organic products is anticipated to create a lucrative opportunity for the market during the forecast period. However, the health vulnerabilities and fake insect repellents that flooded city markets stifled market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Body Worn Insect Repellent Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the presence of key players, growing outdoor recreational activities, advancements in product formulations, rising health and hygiene consciousness, and strong retail distribution channels. Whereas, the Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as the increasing incidence of insect-borne diseases, growing awareness about personal health and hygiene, urbanization and outdoor activities, and government initiatives and public health campaigns.

Major market player included in this report are:

Larus Pharma Srl

E.I. du Pont de Nemours and Company

Reckitt Benckiser Group Plc

ExOfficio LLC

Insect Shield, LLC

Spectrum Brands Holdings, Inc.

Godrej Group

AgraCo Technologies International, LLC

Tender Corporation

S.C. Johnson & Sons, Inc.

Recent Developments in the Market:

In June 2022, SC Johnson introduced STEM Bug Killer trigger spray. The line includes 2-oz. and 4-oz. STEM Bug Repellent Spray (mosquitoes) spritz bottles, a mosquito repellent formulated with an essential oil blend of rosemary, citronella, geranium, cedar wood peppermint, and lemongrass.

Global Body Worn Insect Repellent Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Apparel

Oils & Creams

Stickers & Patches

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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