

# Global DEET Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

DEET, also known as N,N-Diethyl-meta-toluamide, is a widely used active ingredient in insect repellents. It is known for its effectiveness in repelling a variety of insects, including mosquitoes, ticks, and flies. DEET is a common choice for consumers seeking protection against insect-borne diseases such as malaria, Zika virus, and Lyme disease. Its market positioning is primarily in the personal care and outdoor recreation sectors, catering to individuals who require protection from insect bites during various activities.

The current market size for DEET in 2023 is estimated at approximately \$400 million. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.75% from 2024 to 2032. This growth can be attributed to several key drivers, including the increasing prevalence of insect-borne diseases, rising awareness about the importance of protection against insects, and growing demand for outdoor recreational activities globally.

One of the significant market trends in the DEET industry is the shift towards eco-friendly and natural insect repellents. Consumers are becoming more conscious of the chemicals they apply to their skin and are seeking alternative products that are perceived as safer and environmentally friendly. This trend has led to the development of DEET-free insect repellents using ingredients such as lemon eucalyptus oil, picaridin, and IR3535.

Another trend shaping the DEET market is the innovation in product formats. Manufacturers are introducing DEET-based products in various forms such as lotions, sprays, wipes, and wearable devices to cater to different consumer preferences and

lifestyles. For example, there is a growing demand for long-lasting DEET formulations that provide extended protection without the need for frequent reapplication.

In terms of regional market distribution, North America and Europe currently lead the DEET market due to higher awareness levels regarding insect-borne diseases and established outdoor recreation cultures. These regions also benefit from strong distribution networks and a wide range of product offerings. In contrast, regions like Asia-Pacific and Latin America are witnessing rapid market growth driven by increasing disposable incomes, urbanization, and a rising focus on health and wellness.

Despite the positive outlook, the DEET market faces challenges such as growing concerns about the potential health risks associated with prolonged DEET exposure. Consumers are becoming more cautious about using chemical-based repellents, leading to a shift towards natural alternatives. Additionally, regulatory restrictions on DEET concentrations in products and increasing competition from non-DEET repellents pose challenges for market growth.

In conclusion, the DEET market is poised for steady growth driven by key factors such as the increasing prevalence of insect-borne diseases and rising consumer awareness. To capitalize on this growth, companies in the DEET industry should focus on innovation, product diversification, and addressing consumer concerns about safety and environmental impact. By adapting to market trends and consumer preferences, businesses can position themselves for success in the evolving DEET market landscape.

This report provides a deep insight into the global DEET market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global DEET Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the DEET market in any manner.

## Global DEET Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

## Key Company

Vertellus

Clariant

Huai'an Lie Bang Kangtai

Jiangsu Panoxi Chemical

Qingdao Benzo Chemicals

Hunan Xuetian

Zhejiang Yingxin

Jiangsu Yangnong Group

Hubei Jusheng Technology Co.

Ltd.,

## Market Segmentation (by Type)

Below 15%

15%~40%

Above 40%

Market Segmentation (by Application)

Anti-mosquito Liquid

Anti-mosquito Stickers

Pesticides

Mosquito Repellent Bracelet

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the DEET Market

Overview of the regional outlook of the DEET Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the DEET Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream

and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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