

Global Insect Repellent Wipes Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/IDEB8F1B0188EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: IDEB8F1B0188EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Insect Repellent Wipes market size will reach 533.89 Million USD in 2025 and is projected to reach 838.97 Million USD by 2032, with a CAGR of 6.67% (2025-2032). Notably, the China Insect Repellent Wipes market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Insect repellent wipes are portable and convenient products designed to provide on-the-go protection against insect bites. These wipes are pre-moistened with insect repellent solutions containing active ingredients such as DEET, picaridin, or natural plant-based oils like citronella or eucalyptus. They offer a mess-free and easy-to-apply alternative to traditional spray repellents, making them suitable for outdoor activities such as camping, hiking, picnicking, or traveling. Insect repellent wipes are typically individually packaged, allowing for single-use application and ensuring freshness and potency of the repellent solution. They are effective in repelling mosquitoes, ticks, biting flies, and other insects, providing a convenient and portable solution for insect bite prevention while on the move.

The major global manufacturers of Insect Repellent Wipes include Spectrum Brands, SC Johnson, CoreTex, Quantum Health, La Fresh, Adventure Ready Brands, Pigeon, Murphy's Naturals, Smidge (APS Biocontrol), Avon, ITW Pro Brands, PIC Corporation, GNC Holdings (Harbin Pharmaceutical Group), Aunt Fannie's, etc. The global players

competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Insect Repellent Wipes. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Insect Repellent Wipes market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Insect Repellent Wipes market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Insect Repellent Wipes industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Insect Repellent Wipes Include:

Spectrum Brands

SC Johnson

CoreTex

Quantum Health

La Fresh

Adventure Ready Brands

Pigeon

Murphy's Naturals

Smidge (APS Biocontrol)

Avon

ITW Pro Brands

PIC Corporation

GNC Holdings (Harbin Pharmaceutical Group)

Aunt Fannie's

Insect Repellent Wipes Product Segment Include:

DEET

DEET-Free

Insect Repellent Wipes Product Application Include:

Offline Sales

Online Sales

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