

Natural Insect Repellent Market Size, Share & Trends Analysis Report By Product (Personal, Area), By Insect Type (Mosquitos, Bugs), By Type (Outdoors, Indoors), By Distribution Channels, By Region, And Segment Forecast, 2025 - 2030

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Abstracts

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Natural Insect Repellent Market Growth & Trends

The global natural insect repellent market size is anticipated to reach USD 4.37 billion by 2030, registering a CAGR of 8.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. The expansion is mainly fueled by consumer preferences for natural alternatives, heightened awareness of health and environmental issues, increased outdoor activities, and advancements in product formulations. Enhancements in product formulations have played a crucial role in the market's growth. Improved formulations are enhancing the performance and efficacy of natural insect repellents. For instance, several products today deliver longer-lasting protection, reducing the frequency of reapplication.

This innovation has lessened the disparity between conventional chemical repellents and natural choices, making plant-based solutions more attractive to consumers. Many products combine citronella with other natural oils, like eucalyptus or tea tree oil, and utilize encapsulation techniques that steadily release active ingredients over a prolonged period. Such advancements extend their effectiveness, often protecting for 4-6 hours or more with a single application.

The growing awareness of the potentially adverse effects of chemical-based products,

especially those containing DEET, has prompted many people to look for alternatives in plant-derived repellents. Natural insect repellents primarily use plant-based ingredients, including citronella, lemongrass, eucalyptus, neem oil, and lavender. The rise in concerns about insect-borne diseases, such as Zika, malaria, and dengue, drives people to seek safer protective options. Natural repellents are considered trustworthy, non-toxic choices. As global consciousness about insect-transmitted illnesses like malaria in sub-Saharan Africa, dengue in Southeast Asia, and Zika in the Americas grows, there has been an increase in the development of natural insect repellents tailored to specific regions. For example, neem oil is especially favored in countries like India for its effectiveness against mosquitoes, while citronella and eucalyptus oils are more commonly used in the U.S. and Europe. This trend highlights a growing recognition that different geographic areas may require customized solutions.

The increasing interest in outdoor pursuits such as camping, hiking, and traveling has amplified the demand for natural insect repellents. As people spend more time in nature, they seek insect protection that aligns with their health-oriented, eco-friendly lifestyle choices. This has led to a substantial need for eco-friendly insect repellents from natural ingredients. Products featuring plant-based oils such as citronella, lemongrass, and eucalyptus are gaining popularity due to their effectiveness and sustainability. In North America, consumers are more willing to pay a premium for organic and non-toxic alternatives that reflect their broader commitment to environmental sustainability. There has been a significant rise in outdoor tourism, with individuals engaging in activities such as camping, hiking, backpacking, mountain biking, and beach excursions, often putting them at a greater risk of insect encounters. As a result, the need for reliable, non-toxic insect protection has increased. In response, there has been a rise in the development of portable, user-friendly natural insect repellents such as wipes, sprays, and repellent bands designed for active outdoor enthusiasts.

Natural Insect Repellent Market Report Highlights

Based on products, personal natural insect repellent products are expected to showcase strong growth in 2024. The increasing interest in outdoor pursuits such as camping, hiking, and traveling has amplified the demand for natural insect repellents. As people spend more time in nature, they seek insect protection that aligns with their immediate usefulness for personal protection during outdoor activities such as camping, hiking, and traveling. Key factors contributing to growth include increased outdoor recreation, greater encounters with insects in urban settings, and growing concerns about diseases transmitted

by insects, including malaria, Zika, and dengue. Various formats, including sprays, lotions, wipes, and wearable devices, cater to consumer preferences, further boosting demand.

Based on insect type, the bugs segment is set to grow significantly over the forecast period of 2025 to 2030. There is an increasing interest in natural and chemical-free solutions for pest control, especially in residential and outdoor settings. Consumers opt for plant-based repellents from essential oils like peppermint, rosemary, and tea tree oil, which can effectively combat various insects. Notable trends include the rise of eco-friendly products and multi-insect repellents that provide defense against various pests while promoting health-conscious choices.

Based on type, natural insect repellents for outdoor use accounted for the largest market share in 2024. The market is expanding due to the growing interest in outdoor activities, including camping, barbecues, garden parties, and picnics. There is an increasing demand for products such as mosquito coils, citronella candles, mosquito traps, and sprays designed for larger outdoor settings like backyards, gardens, and parks. The need for long-lasting protection in warm climates and regions with high insect populations drives this demand. As urbanization continues and outdoor spaces like patios and rooftop gardens become more common, the demand for effective and eco-friendly insect repellents in these areas is also rising, particularly following the surge in outdoor activities spurred by the pandemic.

Companies Mentioned

S.C. Johnson & Son
Reckitt Benckiser
Spectrum Brands
Badger Balm
Eco Defense
Dabur International
Godrej Consumer Products
W. S. Badger Company
Jyothy Labs

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