

North America Mosquito Repellent Market Analysis Report By Product (Spray, Coil, Cream & Oil, Vaporizer), By Distribution Channel (E-Commerce, Supermarkets), And Segment Forecasts, 2018 - 2025

<https://marketpublishers.com/r/N765BB43C07EN.html>

Date: July 2018

Pages: 46

Price: US\$ 3,950.00 (Single User License)

ID: N765BB43C07EN

Abstracts

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The North America mosquito repellent market size is expected to reach USD 1.9 billion by 2025, according to a new report by Grand View Research, Inc., exhibiting a 7.5% CAGR during the forecast period. The market is majorly driven by rising government initiatives for mosquito control, growing health awareness, and affordable cost of repellents.

Various types of mosquito repellent products available in the market include vaporizers, coils, mats, sprays, bands, and candles. Innovative products are being manufactured by major players to expand their reach. With an improvement in standards of living, increasing urbanization, and rising population, demand for mosquito repellents is constantly on the rise, particularly in tropical parts of the region.

In terms of revenue, vaporizer was the largest product segment, accounting for 33.0% of the North America mosquito repellents market in 2016. Rise in demand for environment-friendly products is propelling demand for mosquito repellents based on natural ingredients.

Companies manufacturing mosquito repellents are constantly making efforts to improve quality and effectiveness of their products. They have been carrying out investments in R&D to discover various new raw materials that can be used to produce mosquito repellents.

Further key findings from the report suggest:

The creams and oils segment will experience the fastest growth in terms of revenue, exhibiting a CAGR of 11.7% from 2017 to 2025 on account of growing need for outdoor mosquito repellent products

Supermarkets emerged as the largest distribution channel in terms of revenue in 2016 and is estimated to reach USD 825.7 million by 2025. E-commerce is expected to be the fastest growing segment, registering a CAGR of 9.3% from 2017 to 2025

The market in U.S. is projected to witness substantial growth over the next few years owing to increasing number of diseases caused by mosquitoes, especially in coastal areas of the country. In terms of revenue, the market is likely to expand at a CAGR of 8.0% from 2017 to 2025.

Key players such as Dabur International; Reckitt Benckiser Group PLC; Godrej Consumer Products Limited; SC Johnson & Son, Inc.; Jyothy Laboratories; Spectrum Brand Holdings Inc.; and Enesis Group dominated the mosquito repellents market in the region.

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