

Insect Repellent Market by Insect Type (Mosquito Repellent, Bugs Repellent, Fly Repellent, and Others), Product Type (Vaporizers, Spray, Cream, and Others), Distribution Channel (Supermarkets/Hypermarkets, Online Stores), and Region 2023-2028

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Abstracts

The global insect repellent market size reached US\$ 4.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.8 Billion by 2028, exhibiting a growth rate (CAGR) of 6.30% during 2023-2028.

Insect repellent refers to substances applied to skin, clothing, and other surfaces to prevent, destroy, repel, or mitigate flies, ticks, bugs, and other pests. It includes various products, such as vaporizers, spray, creams, lotions, lanterns, and candles. Insect repellent can be prepared from natural substances, such as lavender, lemon eucalyptus oil, cinnamon oil, and soybean oil, or chemicals, such as N, N-diethyl-meta-toluamide (DEET), metofluthrin, picaridin, and ethyl hexanediol. It protects the body from insect bites that can transmit diseases and cause skin irritations, eruptions, and rashes. It offers a pleasant smell and helps prevent rashes and skin eruptions resulting from insect bites.

Insect Repellent Market Trends:

The rising prevalence of insect-borne diseases due to increasing commercial and household waste is one of the key factors driving the market growth. Insect repellent is widely used to prevent and control the outbreak of insect-borne diseases, such as malaria, dengue, Zika virus, west Nile fever, encephalitis, and river blindness. In addition, increasing initiatives by several governments for pest management and disease control are acting as another growth-inducing factor. The widespread product utilization can also be attributed to the rising awareness among the masses about the

importance of personal and home hygiene maintenance to reduce infections. Apart from this, the introduction of all-natural product offerings that are chemical-free, safe for pets, and improve skin health is creating a positive outlook for the market. Moreover, the increasing utilization of biodegradable insect repellents as a substitute for insecticide chemicals in the agriculture industry to minimize adverse environmental impact is providing an impetus to the market growth. Other factors, including the development of easy-to-use packaging solutions, rising expenditure capacities of consumers, the launch of affordable and organic variants, and easy product availability across various e-commerce platforms, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global insect repellent market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on insect type, product type and distribution channel.

Breakup by Insect Type:

- Mosquito Repellent
- Bugs Repellent
- Fly Repellent
- Others

Breakup by Product Type:

- Vaporizers
- Spray
- Cream
- Others

Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Online Stores

Breakup by Region:

- North America
- United States

Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Dabur India Limited, Enesis Group, Godrej Consumer Products Limited, Himalaya Wellness Company, Jyothy Laboratories Ltd, Newell Brands Inc, Quantum Health, Reckitt Benckiser Group plc, S. C. Johnson & Son Inc., Sawyer Products Inc. and Spectrum Brands Inc. Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global insect repellent market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global insect repellent market?

What are the key regional markets?

What is the breakup of the market based on the insect type?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global insect repellent market and who are the key players?

What is the degree of competition in the industry?

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