

# **Insect Repellent Market Report 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 2024-2032**

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## **Abstracts**

The global insect repellent market size reached US\$ 5.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.4 Billion by 2032, exhibiting a growth rate (CAGR) of 5.8% during 2024-2032. The rising concerns over vector-borne diseases, increasing instances of insect-borne illnesses, and growing consumer interest in outdoor recreational activities and travel are some of the major factors propelling the market.

Insect repellent is a type of substance or product designed to deter insects from approaching or landing on the skin, clothing, or surfaces. It typically contains active ingredients that emit scents or chemicals that insects find unappealing or confusing, thus reducing the likelihood of insect bites. Commonly used against mosquitoes, ticks, flies, and other pests, insect repellents provide a protective barrier, helping to prevent insect-borne diseases and discomfort caused by bites. They usually come in various forms such as lotions, sprays, creams, and wearable devices, offering individuals a means to enjoy outdoor activities while minimizing the risk of insect-related nuisances and health hazards.

The rising concerns over vector-borne diseases, such as malaria, dengue, and Lyme disease, due to the increasing prevalence of insect-transmitted illnesses, will stimulate the growth of the insect repellent market during the forecast period. Moreover, the

growing participation of individuals in outdoor recreational activities and travel and rapid urbanization that heightens the risk of insect bites have augmented the demand for protective solutions such as insect repellents. Apart from this, the heightening awareness of the potential adverse effects of synthetic chemicals used in traditional repellents has accelerated the adoption of natural and eco-friendly repellent options, propelling the market growth. Additionally, various innovations in product formulation and delivery systems, such as the launch of wearable and long-lasting repellents, that enhance user experience has catalyzed the market growth. Furthermore, several favorable government initiatives and public health campaigns that emphasize the importance of insect protection in disease prevention are contributing to the market growth.

#### **Insect Repellent Market Trends/Drivers:**

##### **Rise in health concerns and disease prevention**

The increasing prevalence of insect-borne diseases like Zika virus, malaria, and Lyme disease has raised public awareness about the risks associated with insect bites. As a result, there is a growing demand for insect repellents that offer effective protection against these health threats. Consumers are now seeking reliable solutions to safeguard themselves and their families, especially when engaging in outdoor activities or traveling to regions with high insect activity. This, in turn, is prompting manufacturers to develop new repellent products that offer long-lasting and robust protection against a range of insects, addressing the need for disease prevention and personal well-being, thereby propelling the market growth.

##### **Growing interest in natural and eco-friendly products**

The rise in consumer interest in natural and eco-friendly products reflects a broader consumer shift toward sustainable choices, fueled by the desire to minimize environmental impact and opt for solutions aligned with personal well-being and planet-conscious values. The contemporary focus on environmental sustainability and consumer health has accelerated the shift toward natural and eco-friendly products, including insect repellents. Many consumers are now seeking repellents formulated with plant-based ingredients and devoid of harsh chemicals. This trend reflects a desire for products that align with personal values and environmental responsibility. Manufacturers are responding by creating repellents that combine effectiveness with sustainability, catering to the eco-conscious demographic and expanding the market offerings.

## Rapid technological advancements in formulations and delivery systems

The insect repellent market has witnessed remarkable technological progress, resulting in the introduction of more efficient and user-centric solutions. Advanced formulations, such as microencapsulation, ensure a controlled and extended release of repellent agents, enhancing effectiveness. Moreover, wearable technologies have emerged as game-changers, with clothing infused with repellent properties offering a seamless and continuous shield against pests. These wearables cater to modern lifestyles, providing a user-friendly and hassle-free experience. Consumers seeking both convenience and effectiveness in insect protection are embracing these innovations. Such advancements cater to consumers seeking convenient, long-lasting, and innovative responses to their insect-related concerns, fostering a dynamic and progressive market landscape.

### Insect Repellent Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global insect repellent market report, along with forecasts at the global, regional and country levels from 2024-2032. 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

### Mosquito repellent dominates the market

The report has provided a detailed breakup and analysis of the market based on the insect type. This includes mosquito repellent, bugs repellent, fly repellent, and others. According to the report, mosquito repellent represented the largest segment.

Mosquito repellents play a critical role in mitigating the health risks associated with mosquito-borne diseases. As a primary defense against diseases like malaria, dengue, and Zika virus, mosquito repellents have gained widespread consumer acceptance and attention across the globe. Moreover, the increasing prevalence of these diseases, coupled with the rising consumer awareness about personal health and hygiene, has augmented the demand for effective mosquito repellent solutions.

Furthermore, manufacturers are developing a diverse range of repellent products, incorporating various active ingredients and application methods, which is propelling the market growth. This competitive landscape has stimulated innovation and product differentiation, further augmenting the growth of the mosquito repellent segment. The market's expansion is also influenced by other factors, such as urbanization, travel trends, and climate change, all of which contribute to the growing need for reliable protection against mosquito-borne health risks.

#### Breakup by Product Type:

Vaporizers

Spray

Cream

Others

Vaporizers represent the most popular type of insect repellent

A detailed breakup and analysis of the market based on the product type has also been provided in the report. This includes vaporizers, spray, cream, and others. According to the report, vaporizers accounted for the largest market share.

Vaporizers offer a convenient and efficient method of delivering repellent agents. These devices release a controlled amount of repellent into the air, creating a protective zone against insects. The user-friendly nature of vaporizers, along with their ability to cover larger areas and provide longer-lasting protection, has resonated well with consumers seeking practical solutions for insect control. Vaporizers have gained traction as a preferred choice worldwide, especially in indoor environments, owing to their non-intrusive application and minimal contact with the skin. This innovation has expanded the appeal of insect repellents beyond traditional formats, propelling market growth. Moreover, continuous advancements in vaporizer technology, coupled with the heightened emphasis on safety and efficacy, have solidified the position of vaporizers as a major driving force within the insect repellent industry.

#### Breakup by Distribution Channel:

Supermarkets/Hypermarkets

Online Stores

Supermarkets/hypermarkets hold the largest share in the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets/hypermarkets and online stores. According to the report, supermarkets/hypermarkets represented the largest segment.

Supermarkets and hypermarkets serve as prominent distribution channels for insect repellent products. Their extensive reach and accessibility make them ideal platforms for consumers to discover, compare, and purchase a wide variety of insect repellents. The strategic placement of these products within the stores, often in dedicated sections, further enhances their visibility and prompts consumer interest.

Additionally, the enhanced convenience of one-stop shopping enables customers to incorporate insect repellents into their regular shopping routines. The availability of diverse brands, formulations, and sizes in these retail outlets caters to varying consumer preferences and fosters healthy competition among manufacturers, driving innovation and quality improvements. Thus, the widespread presence of supermarkets and hypermarkets acts as a catalyst in raising awareness and promoting the adoption of insect repellent solutions, supporting market growth.

#### 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

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific region held the biggest share in the market due to its unique combination of high insect prevalence and a densely populated consumer base. The region's tropical and subtropical climates create favorable breeding conditions for insects that transmit diseases, leading to a heightened demand for effective repellent solutions. Moreover, the increasing awareness about the health risks associated with mosquito-borne illnesses, such as dengue and malaria, has further fueled consumer interest in adopting insect repellents as a preventive measure.

Additionally, rapid urbanization, growing consumer disposable incomes, and increased travel have augmented the demand for reliable insect protection. All these factors are collectively solidifying the position of Asia Pacific as the leading regional market in the insect repellent industry, encouraging manufacturers to tailor their products to the specific needs and preferences of this diverse and dynamic market.

#### Competitive Landscape:

The market is experiencing steady growth as key players operating in the insect repellent industry are focusing on innovations. For instance, the development of repellent-infused clothing by key players using microencapsulation technology is providing users with wearable protection against insects. Moreover, numerous advancements in formulation techniques have led to the creation of time-release repellents that offer extended effectiveness and reduced reapplication frequency. In addition, the integration of natural ingredients with scientifically proven repellent properties by manufacturers has led to the launch of eco-friendly solutions that resonate

with environmentally conscious consumers. Smart and connected devices, such as wearable bands and patches, are also being introduced, enabling real-time monitoring and personalized insect protection. These innovations collectively address the evolving consumer demands for convenient, long-lasting, and sustainable insect repellent solutions, shaping a dynamic and responsive market landscape. We also expect the market to witness new entrants, consolidation of product portfolios, new launches, and a rise in collaborations among vendors to drive healthy competition within the domain.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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.  
Spectrum Brands Inc.

#### Recent Developments:

In February 2023, Godrej Consumer Products Ltd (GCPL) introduced two innovative homegrown solutions that address prevalent consumer needs. The launch of a low-cost liquid mosquito repellent device and a no-gas instant mosquito-kill spray underscores the company's commitment to providing practical and accessible solutions for mosquito-related concerns. The introduction of a cost-effective liquid mosquito repellent device speaks to the company's focus on affordability without compromising efficacy.

In Oct 2020, S.C. Johnson & Son Inc., a world leader in innovative solutions, introduced a spatial repellent product that has yielded substantial benefits in the realm of disease prevention. This product has garnered immense attention owing to its impressive impact on reducing dengue and Zika infections. Recent research conducted by the University of Notre Dame has unveiled compelling results, indicating that the spatial repellent product has contributed to a remarkable estimated reduction of 34% in infections caused by these debilitating diseases.

In April 2020, Spectrum Brands Inc., a leading market player, announced its foray into



the production of hand sanitizers. This strategic move comes as a response to the critical need for hand sanitization solutions amid the global health challenges. The company's decision to venture into hand sanitizer production is driven by its commitment to ensuring the health and safety of its facilities and American workforce but and demonstrates a commendable corporate responsibility towards supporting local communities.

#### 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 are the drivers, restraints, and opportunities in the global insect repellent market?

What is the impact of each driver, restraint, and opportunity on the global insect repellent market?

What are the key regional markets?

Which countries represent the most attractive insect repellent market?

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

Which is the most attractive insect type in the insect repellent market?

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

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