

Mosquito Repellent Market Report by Product Type (Coils, Mats, Cream, Oils, Vaporizer, and Others), Ingredients Type (Natural Ingredients, Synthetic Ingredients), Distribution Channel (Convenience Stores, Departmental Stores, Supermarkets and Hypermarkets, Online, and Others), and Region 2024-2032

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Abstracts

The global mosquito repellent market size reached US\$ 5.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 7.8 Billion by 2032, exhibiting a growth rate (CAGR) of 4.9% during 2024-2032. The increasing prevalence of mosquito-borne diseases, such as malaria and dengue fever, rising awareness among consumers about the disease caused due to mosquito bite, rapid expansion of the travel and tourism industry and constant advancements in product formulations are some of the major factors propelling the market.

Mosquito repellent refers to a substance or product designed to deter mosquitoes from approaching or biting humans. It typically contains ingredients that repel mosquitoes by interfering with their sensory receptors, making it difficult for them to detect human presence. Common active ingredients in mosquito repellents include DEET, picaridin, IR3535, and natural extracts like citronella oil or lemon eucalyptus oil. Mosquito repellents are available in various forms, such as sprays, lotions, creams, and wearable devices. By applying or using mosquito repellents, individuals can reduce their exposure to mosquito bites and lower the risk of mosquito-borne diseases like malaria, dengue fever, or Zika virus.

The increasing prevalence of mosquito-borne diseases worldwide, such as malaria,

dengue fever, and Zika virus, has heightened the demand for effective repellents. Governments and healthcare organizations are actively promoting the use of mosquito repellents to prevent the spread of these diseases. Additionally, the rising awareness among consumers about the importance of personal protection against mosquitoes has boosted the market. People are becoming more conscious of the health risks associated with mosquito bites and are actively seeking repellent products to safeguard themselves and their families. Other than this, the expansion of the travel and tourism industry has contributed to the market growth. As more people explore tropical destinations or regions with high mosquito activity, the need for reliable mosquito repellents has increased. Besides this, advancements in product formulations and technology have led to the development of more efficient and long-lasting repellents, thus driving the market. Furthermore, manufacturers are introducing innovative solutions, such as wearable repellent devices and natural-based formulations, catering to the preferences of environment-conscious consumers. Moreover, the increasing disposable income in emerging economies has led to higher purchasing power, enabling consumers to afford mosquito repellents.

Mosquito Repellent Market Trends/Drivers:

Increasing prevalence of mosquito-borne diseases globally

As the incidence of diseases like malaria, dengue fever, and Zika virus continues to grow, individuals are becoming more conscious of the health risks associated with mosquito bites. This heightened awareness has led to a greater demand for mosquito repellents as a preventive measure. Besides this, public health campaigns conducted by governments and healthcare organizations are actively promoting the use of repellents to reduce the spread of these diseases. Consequently, the increased need for personal protection has contributed to the growth of the market.

Rising awareness among consumers about the importance of personal protection against mosquitoes

With increased access to information and education, individuals are becoming more aware about the health risks associated with mosquito bites and the prevention of mosquito-borne diseases. This growing awareness has led to a higher demand for mosquito repellent products. Consequently, consumers are actively seeking and purchasing mosquito repellents to reduce their exposure to mosquito bites and lower the risk of diseases like malaria, dengue fever, and Zika virus.

Expansion of the travel and tourism industry

As more people explore tropical and mosquito-prone destinations, there is an increased need for effective protection against mosquito bites and the diseases they carry. Travelers, both domestic and international, are becoming aware of the risks associated with mosquito-borne illnesses and are actively seeking ways to mitigate them. This has accelerated the product adoption rate among tourists, who want to enjoy their trips without the worry of mosquito-borne diseases.

Mosquito Repellent Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global mosquito repellent market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product type, ingredients type and distribution channel.

Breakup by Product Type:

- Coils
- Mats
- Cream
- Oils
- Vaporizer
- Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes coils, mats, cream, oils, vaporizer, and others.

Coils are widely used as mosquito repellents due to their convenience and effectiveness. Mosquito coils are typically made from a combination of powdered ingredients, such as dried pyrethrum flowers or synthetic pyrethroids. When lit, the coil releases a smoky substance that repels mosquitoes. Coils are popular as they provide long-lasting protection, often lasting for several hours, and are suitable for outdoor use. They are also cost-effective and easily accessible, making them a preferred choice in areas with high mosquito activity.

Mosquito mats are another popular choice for repelling mosquitoes. These mats are usually heated by an electric or battery-powered device, which vaporizes the active ingredient, such as allethrin. The released vapor creates a protective zone, keeping mosquitoes at bay. Mats are valued for their convenience, ease of use, and portability. They are commonly used indoors, particularly in bedrooms and living areas, offering

localized protection against mosquitoes.

Mosquito repellent creams are favored for their versatility and direct application. These creams contain active ingredients like DEET or picaridin, which are applied topically to the skin. Repellent creams provide a barrier between the skin and mosquitoes, deterring them from landing and biting. Creams are widely used due to their ease of use, as they can be applied to exposed skin areas. Additionally, repellent creams often offer long-lasting protection, making them suitable for outdoor activities or areas with high mosquito population.

Breakup by Ingredients Type:

Natural Ingredients

Oil of Lemon Eucalyptus

Citronella

Others

Synthetic Ingredients

DEET

Permethrin

Picaridin

Others

Natural Ingredients (Citronella) holds the majority of the overall market share

A detailed breakup and analysis of the market based on the ingredients type has also been provided in the report. This includes natural ingredients (oil of lemon eucalyptus, citronella, and others) and synthetic ingredients (DEET, permethrin, picaridin, and others). According to the report, natural ingredients (citronella) represented the largest segment.

Natural mosquito repellents are favored for their perceived safety, eco-friendliness, and gentle nature. Ingredients like citronella oil, lemon eucalyptus oil, and lavender oil are commonly used in natural repellents. These plant-based repellents are considered a more environment-friendly option and are well-received by consumers seeking natural alternatives to synthetic compounds. While their effectiveness might be slightly lower compared to synthetics, they still provide a certain level of mosquito protection. Natural repellents are often preferred for use on children or individuals with sensitive skin, offering a more gentle and potentially less irritating solution.

Breakup by Distribution Channel:

- Convenience Stores
- Departmental Stores
- Supermarkets and Hypermarkets
- Online
- Others

The majority of the mosquito repellent are distributed through convenience stores

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes convenience stores, departmental stores, supermarkets and hypermarkets, online, and others. According to the report, convenience stores accounted for the largest market share.

Convenience stores are widely used for purchasing mosquito repellents due to their accessibility and convenience. These stores are often open for extended hours and are located in residential areas, making them easily accessible for consumers seeking immediate protection against mosquitoes. Convenience stores usually carry a variety of mosquito repellent products, ranging from sprays to coils and creams, allowing customers to choose the most suitable option based on their preferences and needs. The convenience factor, coupled with the availability of a range of repellent options, makes convenience stores a popular choice for purchasing mosquito repellents. These stores typically have dedicated sections for household essentials, including insect repellents. Customers can find a wide selection of mosquito repellent brands, formulations, and types, enabling them to compare and choose the most suitable option.

Breakup by Region:

- Asia Pacific
 - China
 - Japan
 - India
 - South Korea
 - Indonesia
 - Others
- North America
 - United States

Canada
Europe
Germany
France
United Kingdom
Italy
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa
Turkey
Saudi Arabia
Iran
United Arab Emirates
Others

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); Europe (Germany, France, the United Kingdom, Italy, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for mosquito repellents.

The mosquito repellent market in the Asia Pacific region is driven by the high prevalence of mosquito-borne diseases in the region. Countries like India and Southeast Asian nations face significant mosquito-borne disease burdens, leading to a higher demand for repellents. The rapid urbanization and expanding middle-class population contribute to increased purchasing power and affordability of repellent products. Besides this, government initiatives, public health campaigns, and awareness programs further accelerate product sales. Additionally, the rising outdoor activities, tropical climate conditions, and growing tourism in the region contribute to the market growth.

Competitive Landscape:

The market is highly competitive, with numerous players vying for market share. Established brands and companies, such as SC Johnson, Reckitt Benckiser Group, and Spectrum Brands, dominate the market. These companies have strong brand recognition, extensive distribution networks, and a wide range of product offerings, giving them a competitive advantage. However, the threat of new entrants in the mosquito repellent market is moderate. While there are barriers to entry, such as regulatory requirements, product development costs, and brand recognition, there is still room for new players to enter the market. The demand for mosquito repellents is consistently growing, driven by rising awareness and the prevalence of mosquito-borne diseases. As a result, new entrants can focus on product differentiation, innovative formulations, and eco-friendly solutions to capture niche markets or cater to specific consumer preferences.

The 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:

3M Company
New Avon company
Clariant International Ltd.
Coghlan's Ltd.
Dabur International Limited
Enesis Group
Godrej Consumer Products Limited
Jyothy Laboratories Ltd.
Nanjing Ronch Chemical Co. Ltd.
PIC Corporation
Qingdao Benzo New Materials Co. Ltd.
Quantam Health Inc.
Reckitt Benckiser Group Plc
S.C. Johnson & Son Inc.
Spectrum Brands Holdings Inc.
Van Arona
Vertellus Holdings LLC

Recent Developments:

In 2018, Avon Products Inc. conducted a promotional campaign aimed at raising awareness and educating consumers about the disease-preventing benefits of their Bug Guard spray and lotions.

In 2018, Dabur India launched campaign “MakingIndiaDengueFree”, embarking on its mission to help consumers fight mosquito-borne diseases efficiently.

Godrej Consumer Products Limited innovated the world’s lowest cost liquid mosquito repellent device, along with a no-gas instant mosquito kill spray. These innovations allow lower income consumers a smoke free mosquito protection.

Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global mosquito repellent market?

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

What are the key regional markets?

Which countries represent the most attractive orthodontic consumables market?

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

Which is the most attractive product type in the mosquito repellent market?

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

Which is the most attractive ingredients type in the mosquito repellent market?

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

Which is the most attractive distribution channel in the mosquito repellent market?

What is the competitive structure of the global mosquito repellent market?

Who are the key players/companies in the global mosquito repellent market?

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