

Europe Insect Repellent Market (2019-2025)

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Abstracts

The Europe Insect Repellent Market would witness market growth of 3.6% CAGR during the forecast period (2019-2025). The Germany market dominated the Europe Insect Repellent Market by Country in 2018, and would continue to be a dominant market till 2025; thereby, achieving a market value of \$519.5 Million by 2025, growing at a CAGR of 5.8 % during the forecast period. The UK market is expected to witness a CAGR of 5.5% during (2019 - 2025). Additionally, The France market is expected to witness a CAGR of 7.9% during (2019 - 2025).

N,N-diethyl-3-methylbenzamide (DEET) continues to be the benchmark ingredients for the judgement of other repellents. DEET, introduced by the U.S. Department of Agriculture was registered for its use by the general public long back in 1957. It is considered to be effective for preventing mosquitoes, chiggers, biting flies, ticks and fleas. Even after the empirical testing of more than 20,000 other ingredients in context of protection efficacy duration and effectiveness better than DEET. However, the recent inclusion of lemon eucalyptus oil and picaridin are having close competition with the effectiveness of DEET. Further, the American Academy of Pediatrics states that family members having age of more than two months can safely use DEET-based insect repellents having up to 30% concentration.

In Europe region, European Commission has set regulation on the supply and use of biocidal products. The regulation laid out rules for the approval of active ingredients in biocidal products, authorization of the supply and use of these products and the supply of articles treated with such products.

Specifically, the regulation states that any biocidal product to be marketed has to have the approval of its active ingredients. In order to get the mandatory authorisation required for the supply and utilization of biocidal products, the manufacturing companies have to demonstrate the efficacy of the product and that it does not pose any

unacceptable risk to humans, animals and the environment.

The EU countries are separately responsible for the authorization of such biocidal products that are to be available within their territory with mutual agreeable processes. Few of such products could have the authorization at the request of manufacturing companies by the Commission at EU level supporting these companies to offer these products available to the EU market.

Companies are now gradually shifting the product focus to safer products by using the natural ingredients and are also working on the cost effective solutions. Also, the market across geographies also experience many insect repellents with unapproved repellent ingredients and hence can pose a serious threat to the consumers. Hence, the companies are now focusing on natural ingredients for the formulation of insect repellents. In Dec 2018, Godrej Consumer Products Limited, launched its completely natural mosquito repellent, 'GoodKnight Naturals Neem Agarbatti'. In December 2015, the company introduced its cheapest insect repellent i.e. paper based mosquito repellent in Bangladesh and now is available in multiple regions also.

Further, the companies operating in the insect repellent market are also observed to be keen on acquisition to have access to a wider product portfolio and expanded geographical reach. In 2015, the SC Johnson acquired HomeBrands A.S. from UNILEVER CR, spol. s r.o. in the Czech Republic thereby expanding its product portfolio of pest control, air care and home cleaning in Czech Republic, Slovakia and the Baltics. In July 2016, the company acquired Babyganics. The productline of Babyganics include skin care, oral care, bath care, insect repellent, sun care, hand hygiene, laundry products, dish soaps, surface cleaners, diapers and wipes. In Dec 2016, SC Johnson acquired Laboratório Osler do Brasil, manufacturer of the Exopis insect repellent brand using Picaridin as the active ingredient in its repel mosquitoes and other insects repellent products. In October 2018, another leading organization in this market, American Vanguard Corp. announced to acquire the outstanding shares of Tyratex, Inc., a life sciences company focused on nature-derived insect and parasite control products. This acquisition is aimed to complements the company's Envance portfolio.

The report highlights the adoption of Insect Repellent in Europe region. Based on Insect Type, the market is segmented into Mosquito, Bugs, Fly Repellent and Others. Based on Product Type, the market is segmented into Vaporizers, Spray, Cream and other Products. The report also covers geographical segmentation of Insect Repellent market. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and

Rest of Europe.

Key market participants profiled in the report includes Spectrum Brands Holdings Inc., Reckitt Benckiser Group PLC, Jyothy Laboratories Limited, Godrej Group (Godrej Consumer Products Limited), Dabur India Ltd., Henkel AG & Company, KGaA, S.C. Johnson and Son Inc., Enesis Group, Coghlan's Ltd. and Quantum Health, Inc.

Scope of the Study

Market Segmentation:

By Insect Type

Mosquito

Bugs

Fly Repellent and

Others

By Product Type

Vaporizers

Spray

Cream and

Other Products

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Spectrum Brands Holdings, Inc.

Reckitt Benckiser Group PLC

Jyothy Laboratories Limited

Godrej Group (Godrej Consumer Products Limited)

Dabur India Ltd.

Henkel AG & Company, KGaA

S.C. Johnson and Son, Inc.

Enesis Group

Coghlan's Ltd.

Quantum Health, Inc.

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