

# Insect Repellent Market - Forecasts from 2020 to 2025

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## Abstracts

Global insect repellent market was valued at US\$7.205 billion in 2019. Growing global temperature due to increasing levels of greenhouse gases into the atmosphere has created suitable conditions for mosquitos to breed across different regions while increasing their levels of activeness. Climatic conditions such as wet and damp climate in certain regions is also favoring the multiplication of the population of various insects which can cause serious diseases. Thus, the growing incidence of vector-borne diseases in various parts of the world is significantly driving the market growth of insect repellents worldwide. According to the World Health Organization (WHO), vector-borne diseases account for more than 17 percent of all infectious diseases, causing more than 700,000 deaths annually. These diseases can be caused either by parasites, viruses, or bacteria. Out of all vector-borne diseases, dengue is the most prevalent viral infection causing an estimated 40,000 deaths every year. With novel vector-borne diseases keep spreading in various regions, the demand for insect repellents will continue to accelerate during the forecast period.

The increasing number of pet owners globally is also a major driver of global insect repellent market as many pet owners are purchasing different types of insect repellents for their pets, especially dogs, to keep them safe and healthy. These parasites are problematic for dogs and cats as they spread diseases among animals. As such, with a rise in the number of pets owned by people, the demand for insect repellents for pets is also increasing in order to prevent infestation and insect bites from occurring at the first place. Growing demand for insect repellents made from natural ingredients to be used by kids is also paving the way for the market growth of insect repellents as many insect repellent manufacturers are now focusing on launching natural insect repellents in order to gain a larger share of the global insect repellent market. The booming global e-commerce industry is also contributing to the growth of the market for insect repellents.

Market players in the global insect repellent market are working closely with

governments, international organizations, and universities for running various awareness campaigns so as to educate the public about effective measures to prevent the breeding of insects and hence, preventing from various diseases. For example, SC Johnson partnered the University of Notre Dame in order to create public awareness about the benefits of spatial repellents. Furthermore, companies are also expanding their footprints by adding new and innovative products in their portfolio while establishing new facilities in emerging regions to cater to the local market.

The insect repellent market has been segmented on the basis of insect type, product type, active ingredient, application, sales channel, and geography. By insect type, market has been segmented as mosquito, bugs, and others. By product type, the market has been segmented as sprays, coil, creams and lotions, vaporizers, and others. The market has been segmented by active ingredient as synthetic and natural. By application, the market has also been segmented as humans and pets. The insect repellent market has been also segmented by sales channel as online and offline.

### Booming demand for insect repellents with natural ingredients

By active ingredient, the market for the natural segment will witness a substantial CAGR during the forecast period. People are constantly looking for alternatives to DEET-based chemical insect repellents with natural ingredients in protecting them and their pets from insect bites as these are less toxic to humans and animals as well as the environment. However, the demand for synthetic-based insect repellents will remain high, especially in regions with high-risk of vector-borne diseases like Zika.

### Asia Pacific to witness the fastest regional market growth

Geographically, the global Insect Repellent market has been segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. Asia Pacific regional market for Insect Repellent is poised to grow at the highest CAGR during the forecast period. Rising awareness about the benefits of insect repellents among consumers along with the growing prevalence of insect-borne diseases in different APAC countries such as India, Thailand, and Indonesia is driving the demand for insect repellents across this region. Supportive government initiatives to boost the adoption of insect repellents in order to reduce the burden of various insect-borne diseases such as dengue and malaria is further bolstering the market growth of insect repellents in this region. For example, the launch of the campaign in Delhi (India) to tackle vector-borne diseases like chikungunya and dengue while increasing the participation of residents in preventing their spread. Middle East and Africa will also witness a noteworthy regional

market growth during the forecast period as there has been a rise in the incidence of various vector-borne diseases, especially in African countries.

Recent Developments:

March 2020: Kudos Laboratories India, a G.M.P and I.S.O certified manufacturing unit, launched Dr. Dengue herbal mosquito repellent.

July 2019: Mother Sparsh launched Natural Insect Repellent, made with 100 percent natural ingredients such as camphor oil, lemongrass oil, eucalyptus oil, and citronella oil, and is completely safe and effective for kids of the millennial.

June 2018: Australia-based natural insect repellent company Vanilla Mozi launched its unique repellents in the United States, offering Americans a better alternative to DEET and chemical sprays.

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T-free and are made of essential oils, making it effective while protecting kids and adults from mosquito bites.

March 2019: Australia-based insect repellent manufacturer, Bushman, expanded its market for Bushman insect repellent products in the United Kingdom with courtesy of Safari stores.

## Competitive Insights

Prominent key market players in the market include Reckitt Benckiser Group plc, Sawyer Products, Inc., GODREJ LTD., Dabur Odomos, Spectrum Brands, Inc., Enesis Group, Jyothy Laboratories Ltd, S. C. Johnson & Son, Inc., PIC, and Quantum Health. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the market have been covered along with their relative competitive position and strategies. The report also mentions recent deals

and investments of different market players over the last two years.

## Segmentation

### By Insect Type

Mosquito

Bugs

Others

### By Product Type

Sprays

Coil

Creams and Lotions

Vaporizers

Others

### By Active Ingredient

Synthetic

Natural

### By Application

Humans

Pets

### By Sales Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Italy

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

Japan

South Korea

Australia

India

Others

Note: The report will be delivered in 3 business days.

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