

Mosquito Repellent Market by Repellent Type (Spray, Vaporizer, Cream & Oil, Coil, Mat), After Bite Type (Lotion, Balm, Gel, Roll-on), Distribution Channel (Hypermarket & Supermarket, Independent Stores, E-commerce) and Region - Global Forecast to 2026

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Abstracts

The global market for mosquito repellents was valued at USD 6.9 billion in 2021 and is projected to reach USD 9.0 billion by 2026, at a CAGR of 5.6% between 2021 and 2026. The global market for mosquito repellents is driven by strong growth in demand in developing countries of the world. The rise in global population, migration to urban areas, and evolution of rural villages to suburban areas have caused mosquitoes to move from rural to urban areas and adapt to their changing environment. These evolved mosquitoes are responsible for epidemics such as dengue, zika, and yellow fever in urban settings across the world.

“Spray is the largest segment of the global mosquito repellent market, by repellent type.”

Developed countries of North America and Europe have been seen to prefer mosquito repellent sprays, aerosols, and pump sprays in daily use. Companies also produce mosquito repelling sprays which can be used on clothing, apparel, and other accessories which are used for trekking, hiking, and camping. Sprays are better compared to vaporizers and creams & oils as they can be sprayed on nearby surfaces and in the surrounding area. This increased range of mosquito repellency while using sprays is one of its advantages.

“E-commerce is the largest segment of the mosquito repellent market, by distribution channel.”

Owing to the lockdowns and restrictions on movement induced by the COVID-19 pandemic, consumers resorted to buying essential goods through the digital medium. A noticeable increase in demand for consumer goods from e-commerce distribution channel was noticed in 2020. As a result, brick and mortar stores witnessed a significant decline in sales due to the increase in preference for online shopping and closure of non-essential stores during the lockdown phase.

“Asia Pacific is projected to lead the mosquito repellent market during the forecast period.”

Asia Pacific accounted for the largest share of the mosquito repellent market due to the growth of population and urbanization in countries such as China, India, and Indonesia. Apart from experiencing tropical climate during the year, these countries also have a high population density which makes the situation favorable for mosquitoes. Chikungunya, dengue, malaria, and the West Nile virus are prevailing mosquito-borne diseases in this region.

The break-up of profiles of primary participants for the report has been given below:

By Company Type: Tier 1—30%, Tier 2—35%, and Tier 3—35%

By Designation: C Level—15%, D Level—20%, and Others—65%

By Region: Asia Pacific—35%, North America—25%, Europe—25%, Middle East & Africa—10% & South America—5%,

SC Johnson & Son, Inc. (US), Reckitt Benckiser Group plc (UK), Henkel AG & Co. KGaA (Germany), Spectrum Brands Holdings Inc. (US), and Godrej Consumer Products Limited (India), are among the key players leading the market through their innovative offerings, enhanced production capacities, and efficient distribution channels. Other noteworthy players included in this report are BASF SE (Germany), Natura & Co Holding SA (Brazil), 3M Company (US), Dabur India Ltd. (India), Jyothy Labs Limited (India), PelGar International (UK), AoGrand Group (China), Enesis Group (Indonesia), Herbal Strategi (India), Sawyer Products, Inc. (US), and Himalaya Global Holdings Ltd. (India).

Research Coverage

Mosquito Repellent Market by Repellent Type (Spray, Vaporizer, Cream & Oil, Coil, Mat), After Bite Type (Lotion...

This report defines, segments, and projects the mosquito repellent market based on repellent type, distribution channel, and region. It strategically profiles key market players and comprehensively analyzes the ranking of leading players in the market. It also tracks and analyzes competitive developments such as acquisitions, expansions, investments, new product launches and partnerships in the market.

Reasons to Buy the Report

This report is expected to help market leaders/new entrants in this market by providing them the closest approximations of revenues of the mosquito repellent market and its subsegments. This report is also expected to help stakeholders obtain an improved understanding of the competitive landscape, gain insights to enhance the position of their businesses, and enable them to make suitable go-to-market strategies. The report is expected to help stakeholders understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

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*Details on Business Overview, Products &, Key Insights, Financial, Operational

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