

Mosquito Repellent - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Mosquito Repellent Market size is estimated at USD 4.29 billion in 2024, and is expected to reach USD 6.06 billion by 2029, growing at a CAGR of 7.12% during the forecast period (2024-2029).

The increase in consumer awareness regarding mosquito-borne diseases and rising demand for maintenance of health and hygiene is propelling the growth of mosquito repellents in the global market. In addition to this, the incidences of vector-borne diseases such as dengue, malaria, chikungunya, Japanese encephalitis, and lymphatic filariasis are on the rise. These diseases pose significant public health concerns globally, with most of them being prevalent during the monsoon season. For instance, in October 2023, Bangladesh witnessed the worst dengue outbreak on record, with rising temperatures due to climate change driving the ongoing spread in both rural and urban areas. The official statistics from the Bangladesh Directorate General of Health Services claimed that as of January 2023, 1,017 people had died across the country, including more than 100 children, with infections rising to over 208,000. Such mosquito diseases not only affect humans, but they also transmit several diseases and parasites to dogs, such as dog heartworm, West Nile virus (WNV), and Eastern equine encephalitis (EEE).

Moreover, companies operating in the mosquito repellent market are working closely with regional governments and universities worldwide to run several awareness campaigns to educate the public about ways to avoid insects and, consequently, prevent diseases. Additionally, advertising campaigns play an important role in promoting consumer awareness and product education. For instance, in October 2021, Dabur India Ltd launched its mega initiative, the #MakingIndiaDengueFree campaign, to promote its mosquito repellent brand, Odomos. Such campaigns, coupled with the growing trend of natural and plant-based repellents and products with long-lasting

effectiveness, are some factors supporting the market's growth across the globe. Moreover, eco-friendly and non-toxic formulations are gaining popularity in the market. This, in turn, encourages manufacturers to launch new products. For instance, in 2022, S.C. Johnson launched STEM, a new lineup of mosquito repellent in spray and wipe forms. As per the company's claim, the STEM mosquito repellent is formulated using plant-active ingredients such as lemongrass, mint, and rosemary oil to provide an effective solution.

Mosquito Repellent Market Trends

Spray/Aerosols Are Gaining High Demand In The Market

Mosquito sprays are commonly used during outdoor activities such as camping, hiking, picnics, or gardening, apart from household usage. These activities often take place in areas where mosquitoes are prevalent, and applying mosquito spray helps create a comfortable experience by reducing the annoyance and potential health risks associated with mosquito bites. The rise in such activities across the globe is one of the major factors driving the segment's growth in the market. For instance, according to the Outdoor Foundation, more than 61 million people in the United States participated in hiking activities at least once in 2023. This was the highest figure recorded in the North American country since 2010 and represented a growth of around 89% over the figure recorded in that year. Additionally, mosquito aerosols are also effective in treating larger indoor spaces or outdoor areas, and consumers can create a mosquito-free zone for a specific period by spraying the aerosol throughout a room or an outdoor environment. This wide coverage makes aerosols suitable for use in homes.

Moreover, as many traditional mosquito repellents have a distinct and sometimes unpleasant odor due to the active ingredients used, manufacturers are observed to be incorporating fruity and floral fragrances into mosquito sprays, making them more pleasant to use. This can be especially appealing for individuals who are sensitive to strong chemical smells. Major players are offering such products along with mosquito repellent devices to attract a wider audience. For example, in February 2023, Godrej Consumer Product launched a low-cost liquid mosquito repellent device and a no-gas instant mosquito-kill spray. The company claims that Goodknight Mini Liquid and HIT No-Gas Spray make safe and smoke-free mosquito protection accessible for lower-income consumers. Such innovative developments happening in the market are expected to further support and boost the market's growth during the forecast period.

Asia-Pacific is the Fastest-growing Regional Market

Asia-Pacific holds the largest market share with a significant growth potential over the coming years, majorly owing to the growing awareness about mosquito repellents, the high number of mosquito-borne diseases, and increased government and non-government-supported programs to minimize incidences of mosquito-borne diseases. For instance, China is a huge country with various climates, including sub-tropical climates, that are favorable for mosquito spread. Thus, the country faces the challenge of mosquito-borne diseases such as malaria, dengue fever, and Zika virus. These diseases can pose significant health risks to the population, leading to an increased demand for mosquito repellents as a preventive measure. For example, according to the World Health Organization, in August 2023, there were 4,198 dengue cases reported across China. Owing to this, there has been a strong demand for mosquito repellents across the country. Additionally, the disease control initiatives undertaken by the government, rising health awareness among people, and the affordable costs of these products are some of the major factors supporting the demand for mosquito repellents in the region. For instance, the Indian government launched the National Strategic Plan for Malaria Elimination, aiming to make India a malaria-free country by 2027 and eliminate the disease completely by 2030. In addition, the launch of various programs like the Swachh Bharat Abhiyaan has created a sense of the importance of hygiene and cleanliness in people's minds, improving the market growth of mosquito repellents in the country.

Furthermore, there has been a rise in the adoption of mosquito repellents based on natural ingredients. The adoption of such mosquito repellents has been increasing due to consumers' interest in avoiding problems such as skin rashes and allergies. Thus, manufacturers have started to be involved in offerings of mosquito repellent made with natural ingredients. For instance, Goodknight offers mosquito repellent fabric roll-on, which it claims to be 100% natural, consisting of ingredients like citronella and eucalyptus oil. Similarly, brands like Mamaearth, Mother Sparsh, Herbal Strategi, and Softsens, have started to provide natural and herbal mosquito repellents to cater to the growing demand across regional countries.

Mosquito Repellent Industry Overview

The mosquito repellent market is competitive, with the major players of the market

indulging in strategies like product launches, expansions, and partnerships to establish a strong consumer base and esteemed position in the market. The major companies are increasing their market share through increased innovation in their product portfolio. To gain a competitive advantage in the market, companies compete on different factors addressing both high-end and low-end economic groups. Companies are launching products for children with plant-based ingredients and other products for low-income groups. The leading companies are also taking necessary measures to increase their business operations in terms of geography and production capacity to boost sales and enhance brand presence worldwide. Moreover, players are launching social media campaigns to promote mosquito-repellent products. A few major players include Godrej Consumer Products Ltd, S.C. Johnson & Son, Dabur India Ltd, Spectrum Brands Holdings Inc., and Reckitt Benckiser.

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