

# **Bird Repellent Market Forecasts to 2032 – Global Analysis By Product Type (Chemical Repellents, Electronic & Ultrasonic Repellents, Physical Barriers, Visual Deterrents, and Other Product Types), Bird Type, Distribution Channel, Technology, Material, Application and By Geography**

<https://marketpublishers.com/r/B4C2DBE02B6AEN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: B4C2DBE02B6AEN

## **Abstracts**

According to Statistics MRC, the Global Bird Repellent Market is accounted for \$387.88 million in 2025 and is expected to reach \$579.38 billion by 2032 growing at a CAGR of 5.9% during the forecast period. Bird repellent is a product or technique used to prevent birds from settling, nesting, or feeding in unwanted areas where they might cause damage or disturbance. It functions through chemical, visual, sound-based, or physical methods to drive birds away without inflicting serious harm. Widely applied in farming, cities, and industrial zones, bird repellents safeguard crops, infrastructure, and property, ensuring cleaner surroundings and maintaining safer, more organized environments.

According to New Zealand Plant Protection Society, every year nearly 87% of growers encounter a major yield loss due to bird infestation, and the extent of the damage in some cases is equal to 20% of the grower's total production for that year.

Market Dynamics:

Driver:

Growing preference for non-lethal and humane solutions

As awareness of ecological balance and animal welfare grows, stakeholders are

increasingly favouring bird control methods that avoid harm. Humane deterrents such as ultrasonic devices, visual scare systems, and scent-based repellents are gaining traction across agricultural and urban settings. These solutions align with evolving consumer ethics and regulatory frameworks that discourage lethal interventions. The rise of organic farming and eco-certified operations further amplifies demand for non-toxic bird management. This shift is reshaping product development and positioning humane repellents as a strategic growth lever.

#### Restraint:

##### High initial cost of advanced systems

Sophisticated bird repellent technologies such as AI-enabled detection systems and automated deterrents often come with steep upfront costs. These expenses include not only hardware but also installation, calibration, and ongoing maintenance. For small-scale farms and budget-constrained facilities, such investments may be prohibitive. Limited access to financing and subsidies in emerging markets compounds the challenge. Additionally, the perceived complexity of these systems can deter adoption despite long-term benefits. This cost barrier slows market penetration and restricts innovation diffusion across lower-tier sections.

#### Opportunity:

##### Smart and connected deterrent technologies

The integration of IoT, AI, and sensor-based platforms is revolutionizing bird repellent systems. Smart deterrents can detect bird movement, adjust response mechanisms in real time, and log activity for predictive analytics. These innovations reduce manual intervention, improve coverage accuracy, and optimize energy usage. Remote monitoring and cloud-based control interfaces enhance scalability and user convenience. As sustainability and automation converge, connected repellents offer a compelling value proposition for agriculture, aviation, and urban infrastructure. This opens doors for premium offerings and cross-sector expansion.

#### Threat:

##### Competition from alternative pest-management methods

Bird repellents face growing competition from broader pest control solutions that offer

multi-species coverage. Integrated pest management (IPM) systems, biological controls, and habitat modification techniques are gaining favour for their holistic approach. In some cases, chemical pesticides or netting systems are preferred due to lower costs or broader efficacy. Regulatory shifts toward ecosystem-based pest control may further sideline single-species repellents. Additionally, market fragmentation and inconsistent performance across bird types weaken brand loyalty. These dynamics pose strategic risks for specialized bird repellent providers.

### Covid-19 Impact

The pandemic disrupted supply chains, delaying production and deployment of bird repellent systems across sectors. Labor shortages and restricted field operations hindered installation and maintenance activities, especially in agriculture and construction. However, heightened awareness of zoonotic risks and hygiene standards boosted demand for bird control in food processing and public spaces. Urban areas saw increased bird activity due to reduced human presence, intensifying the need for effective deterrents. Post-pandemic recovery has accelerated interest in scalable, contactless, and hygienic repellent technologies. This shift is expected to sustain long-term market momentum.

The chemical repellents segment is expected to be the largest during the forecast period

The chemical repellents segment is expected to account for the largest market share during the forecast period, due to its broad applicability and immediate effectiveness. These solutions are widely used in agriculture, airports, and industrial zones where rapid deterrence is critical. Formulations have evolved to include biodegradable and low-toxicity variants, aligning with environmental standards. Spray-based delivery systems offer ease of use and cost efficiency, further driving adoption. Despite rising interest in natural alternatives, chemical repellents remain the go-to choice for large-scale operations. Their versatility and proven track record secure their leading position.

The commercial segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the commercial segment is predicted to witness the highest growth rate, driven by increasing bird-related disruptions in retail, hospitality, and infrastructure. Urban expansion and open architectural designs create ideal nesting environments, prompting demand for proactive deterrents. Businesses are investing in bird control to protect assets, maintain hygiene, and comply with safety regulations.

Smart repellents and aesthetic-friendly solutions are gaining popularity in malls, hotels, and office complexes. Rising consumer footfall and brand sensitivity amplify the need for unobtrusive yet effective systems. This trend positions commercial applications as a high-growth frontier.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share fuelled by rapid urbanization, agricultural intensification, and expanding infrastructure. Countries like China, India, and Southeast Asian nations are witnessing increased bird-human conflict due to land-use changes. Government initiatives to modernize farming and public sanitation are boosting adoption of bird repellents. Rooftop farming, orchard expansion, and smart city projects further elevate demand. Local manufacturers are innovating cost-effective solutions tailored to regional bird species and climates.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, supported by stringent safety norms and advanced pest control infrastructure. The region faces high incidences of bird strikes in aviation and contamination risks in food processing. Adoption of AI-driven, automated deterrents are rising across sectors, from agriculture to urban planning. Regulatory bodies emphasize humane and eco-friendly solutions, spurring innovation in non-lethal technologies. Smart building integration and wildlife management programs are expanding the scope of bird repellent applications. These factors drive robust market acceleration across the U.S. and Canada.

Key players in the market

Some of the key players profiled in the Bird Repellent Market include Bird-X, Inc., Scarecrow Group Ltd, Bird Control Group, Flock Free Bird Control, Bird Barrier America, Inc., Terminix Holdings, Inc., Pelsis Ltd, Bird Solutions International, Rentokil Initial plc, Bird Repellent Co., Avian Enterprises, LLC, Agrilaser, Bird B Gone, Inc., Bird Gard LLC, and Nixalite of America Inc.

Key Developments:

In March 2022, Terminix Holdings, Inc. was acquired by Rentokil Initial plc. This merger

of two complementary companies will form the world leader in pest control, hygiene, and well-being and the market leader in North America.

In July 2021, Trusted humane wildlife control supplier, Bird-X, and specialty dock lighting and safety equipment manufacturer, Tri-Lite, have completed a merger intended to streamline operations for both companies. The official announcement was made July 1, 2021 at the companies' headquarters in Elmhurst, Illinois.

#### Product Types Covered:

Chemical Repellents

Electronic & Ultrasonic Repellents

Physical Barriers

Visual Deterrents

Other Product Types

#### Bird Types Covered:

Pigeons

Starlings

Sparrows

Gulls

Other Bird Types

#### Distribution Channels Covered:

Offline

Online

#### Technologies Covered:

- IoT-enabled Monitoring
- Sensor-based Systems
- Cloud-based Analytics
- Machine Learning Algorithms

#### Materials Covered:

- Plastics & polymers
- Electronic components & sensors
- Metals & alloys
- Coatings & chemicals
- Biodegradable Compounds

#### Applications Covered:

- Agricultural
- Commercial
- Residential
- Other Applications

#### Regions Covered:

## North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

## Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

## Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Technology Analysis
- 3.8 Application Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL BIRD REPELLENT MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Chemical Repellents
  - 5.2.1 Granules
  - 5.2.2 Gels and Pastes
  - 5.2.3 Liquid Sprays
- 5.3 Electronic & Ultrasonic Repellents
  - 5.3.1 Laser Devices
  - 5.3.2 Radar Systems
  - 5.3.3 Sound Emitters
  - 5.3.4 Ultrasonic – Fixed Installations
  - 5.3.5 Ultrasonic – Portable Devices
- 5.4 Physical Barriers
  - 5.4.1 Netting
  - 5.4.2 Strips and Tapes
  - 5.4.3 Spikes
- 5.5 Visual Deterrents
  - 5.5.1 Decoys
  - 5.5.2 Predator Mimics
  - 5.5.3 Reflective Tape
- 5.6 Other Product Types

## **6 GLOBAL BIRD REPELLENT MARKET, BY BIRD TYPE**

- 6.1 Introduction
- 6.2 Pigeons
- 6.3 Starlings
- 6.4 Sparrows
- 6.5 Gulls
- 6.6 Other Bird Types

## **7 GLOBAL BIRD REPELLENT MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Introduction
- 7.2 Offline
  - 7.2.1 Retail Stores
  - 7.2.2 Specialty Stores

- 7.2.3 Wholesale Distributors
- 7.3 Online
  - 7.3.1 Manufacturer Websites
  - 7.3.2 E-commerce Marketplaces
  - 7.3.3 Third-party Retail Platforms

## **8 GLOBAL BIRD REPELLENT MARKET, BY TECHNOLOGY**

- 8.1 Introduction
- 8.2 IoT-enabled Monitoring
- 8.3 Sensor-based Systems
- 8.4 Cloud-based Analytics
- 8.5 Machine Learning Algorithms

## **9 GLOBAL BIRD REPELLENT MARKET, BY MATERIAL**

- 9.1 Introduction
- 9.2 Plastics & polymers
- 9.3 Electronic components & sensors
- 9.4 Metals & alloys
- 9.5 Coatings & chemicals
- 9.6 Biodegradable Compounds

## **10 GLOBAL BIRD REPELLENT MARKET, BY APPLICATION**

- 10.1 Introduction
- 10.2 Agricultural
  - 10.2.1 Crop Protection
  - 10.2.2 Livestock Safety
- 10.3 Commercial
  - 10.3.1 Warehousing & Logistics
  - 10.3.2 Aviation Facilities
  - 10.3.3 Food Service
- 10.4 Residential
  - 10.4.1 Rooftop Gardens
  - 10.4.2 Urban Balconies
- 10.5 Other Applications

## **11 GLOBAL BIRD REPELLENT MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina
  - 11.5.2 Brazil
  - 11.5.3 Chile
  - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
  - 11.6.1 Saudi Arabia
  - 11.6.2 UAE
  - 11.6.3 Qatar
  - 11.6.4 South Africa
  - 11.6.5 Rest of Middle East & Africa

## **12 KEY DEVELOPMENTS**

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions

## 12.5 Other Key Strategies

## **13 COMPANY PROFILING**

13.1 Bird-X, Inc.

13.2 Scarecrow Group Ltd

13.3 Bird Control Group

13.4 Flock Free Bird Control

13.5 Bird Barrier America, Inc.

13.6 Bird Stop

13.7 Pelsis Ltd

13.8 Bird Solutions International

13.9 Rentokil Initial plc

13.10 Bird Repellent Co.

13.11 Avian Enterprises, LLC

13.12 Agrilaser

13.13 Bird B Gone, Inc.

13.14 Bird Gard LLC

13.15 Nixalite of America Inc.

## List Of Tables

### LIST OF TABLES

- Table 1 Global Bird Repellent Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Bird Repellent Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Bird Repellent Market Outlook, By Chemical Repellents (2024-2032) (\$MN)
- Table 4 Global Bird Repellent Market Outlook, By Granules (2024-2032) (\$MN)
- Table 5 Global Bird Repellent Market Outlook, By Gels and Pastes (2024-2032) (\$MN)
- Table 6 Global Bird Repellent Market Outlook, By Liquid Sprays (2024-2032) (\$MN)
- Table 7 Global Bird Repellent Market Outlook, By Electronic & Ultrasonic Repellents (2024-2032) (\$MN)
- Table 8 Global Bird Repellent Market Outlook, By Laser Devices (2024-2032) (\$MN)
- Table 9 Global Bird Repellent Market Outlook, By Radar Systems (2024-2032) (\$MN)
- Table 10 Global Bird Repellent Market Outlook, By Sound Emitters (2024-2032) (\$MN)
- Table 11 Global Bird Repellent Market Outlook, By Ultrasonic – Fixed Installations (2024-2032) (\$MN)
- Table 12 Global Bird Repellent Market Outlook, By Ultrasonic – Portable Devices (2024-2032) (\$MN)
- Table 13 Global Bird Repellent Market Outlook, By Physical Barriers (2024-2032) (\$MN)
- Table 14 Global Bird Repellent Market Outlook, By Netting (2024-2032) (\$MN)
- Table 15 Global Bird Repellent Market Outlook, By Strips and Tapes (2024-2032) (\$MN)
- Table 16 Global Bird Repellent Market Outlook, By Spikes (2024-2032) (\$MN)
- Table 17 Global Bird Repellent Market Outlook, By Visual Deterrents (2024-2032) (\$MN)
- Table 18 Global Bird Repellent Market Outlook, By Decoys (2024-2032) (\$MN)
- Table 19 Global Bird Repellent Market Outlook, By Predator Mimics (2024-2032) (\$MN)
- Table 20 Global Bird Repellent Market Outlook, By Reflective Tape (2024-2032) (\$MN)
- Table 21 Global Bird Repellent Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 22 Global Bird Repellent Market Outlook, By Bird Type (2024-2032) (\$MN)
- Table 23 Global Bird Repellent Market Outlook, By Pigeons (2024-2032) (\$MN)
- Table 24 Global Bird Repellent Market Outlook, By Starlings (2024-2032) (\$MN)
- Table 25 Global Bird Repellent Market Outlook, By Sparrows (2024-2032) (\$MN)
- Table 26 Global Bird Repellent Market Outlook, By Gulls (2024-2032) (\$MN)
- Table 27 Global Bird Repellent Market Outlook, By Other Bird Types (2024-2032) (\$MN)

Table 28 Global Bird Repellent Market Outlook, By Distribution Channel

Table (2024-2032) (\$MN)

Table 29 Global Bird Repellent Market Outlook, By Offline (2024-2032) (\$MN)

Table 30 Global Bird Repellent Market Outlook, By Retail Stores (2024-2032) (\$MN)

Table 31 Global Bird Repellent Market Outlook, By Specialty Stores (2024-2032) (\$MN)

Table 32 Global Bird Repellent Market Outlook, By Wholesale Distributors (2024-2032) (\$MN)

Table 33 Global Bird Repellent Market Outlook, By Online (2024-2032) (\$MN)

Table 34 Global Bird Repellent Market Outlook, By Manufacturer Websites (2024-2032) (\$MN)

Table 35 Global Bird Repellent Market Outlook, By E-commerce Marketplaces (2024-2032) (\$MN)

Table 36 Global Bird Repellent Market Outlook, By Third-party Retail Platforms (2024-2032) (\$MN)

Table 37 Global Bird Repellent Market Outlook, By Technology (2024-2032) (\$MN)

Table 38 Global Bird Repellent Market Outlook, By IoT-enabled Monitoring (2024-2032) (\$MN)

Table 39 Global Bird Repellent Market Outlook, By Sensor-based Systems (2024-2032) (\$MN)

Table 40 Global Bird Repellent Market Outlook, By Cloud-based Analytics (2024-2032) (\$MN)

Table 41 Global Bird Repellent Market Outlook, By Machine Learning Algorithms (2024-2032) (\$MN)

Table 42 Global Bird Repellent Market Outlook, By Material (2024-2032) (\$MN)

Table 43 Global Bird Repellent Market Outlook, By Plastics & polymers (2024-2032) (\$MN)

Table 44 Global Bird Repellent Market Outlook, By Electronic components & sensors (2024-2032) (\$MN)

Table 45 Global Bird Repellent Market Outlook, By Metals & alloys (2024-2032) (\$MN)

Table 46 Global Bird Repellent Market Outlook, By Coatings & chemicals (2024-2032) (\$MN)

Table 47 Global Bird Repellent Market Outlook, By Biodegradable Compounds (2024-2032) (\$MN)

Table 48 Global Bird Repellent Market Outlook, By Application (2024-2032) (\$MN)

Table 49 Global Bird Repellent Market Outlook, By Agricultural (2024-2032) (\$MN)

Table 50 Global Bird Repellent Market Outlook, By Crop Protection (2024-2032) (\$MN)

Table 51 Global Bird Repellent Market Outlook, By Livestock Safety (2024-2032) (\$MN)

Table 52 Global Bird Repellent Market Outlook, By Commercial (2024-2032) (\$MN)

Table 53 Global Bird Repellent Market Outlook, By Warehousing & Logistics

(2024-2032) (\$MN)

Table 54 Global Bird Repellent Market Outlook, By Aviation Facilities (2024-2032) (\$MN)

Table 55 Global Bird Repellent Market Outlook, By Food Service (2024-2032) (\$MN)

Table 56 Global Bird Repellent Market Outlook, By Residential (2024-2032) (\$MN)

Table 57 Global Bird Repellent Market Outlook, By Rooftop Gardens (2024-2032) (\$MN)

Table 58 Global Bird Repellent Market Outlook, By Urban Balconies (2024-2032) (\$MN)

Table 59 Global Bird Repellent Market Outlook, By Other Applications (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Bird Repellent Market Forecasts to 2032 – Global Analysis By Product Type (Chemical Repellents, Electronic & Ultrasonic Repellents, Physical Barriers, Visual Deterrents, and Other Product Types), Bird Type, Distribution Channel, Technology, Material, Application and By Geography

Product link: <https://marketpublishers.com/r/B4C2DBE02B6AEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B4C2DBE02B6AEN.html>