

# **Body Worn Insect Repellent Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Apparel, Oils & Creams, Others), By Distribution Channel (Offline, Online), By Region, By Competition, 2018-2028**

<https://marketpublishers.com/r/BFCC9E6A43B8EN.html>

Date: October 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: BFCC9E6A43B8EN

## **Abstracts**

The Global Body Worn Insect Repellent Market has valued at USD 435.45 Million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 8.1% through 2028. The Global Body Worn Insect Repellent Market has witnessed significant growth in recent years, driven by the increasing prevalence of vector-borne diseases and the growing awareness of the importance of protection against insect bites. This market encompasses a wide range of products, including insect repellent clothing, wristbands, patches, and sprays, designed to keep insects at bay. Factors such as rising outdoor recreational activities, global travel trends, and the expansion of tropical disease-prone regions have spurred the demand for these products.

One of the key drivers of the Body Worn Insect Repellent Market is the growing concern over insect-borne diseases like malaria, Zika virus, and Lyme disease. Consumers are increasingly looking for convenient and effective solutions to protect themselves from insect bites, especially during outdoor adventures and travel to regions with high insect activity. This has led to innovations in repellent technologies, with companies developing long-lasting and skin-friendly products to cater to the diverse needs of consumers.

The market is highly competitive, with several companies vying for market share through product innovation and marketing strategies. Additionally, the COVID-19 pandemic has also brought about changes in consumer behavior, with a heightened focus on health and hygiene, further boosting the demand for body-worn insect repellent.

products. As the world continues to grapple with the challenges posed by insect-borne diseases and climate change, the Global Body Worn Insect Repellent Market is poised for sustained growth, offering a diverse range of protective solutions for consumers seeking to enjoy the outdoors while minimizing health risks.

## Key Market Drivers

### Escalating Vector-Borne Disease Concerns

One of the primary drivers behind the growth of the Body Worn Insect Repellent Market is the escalating concerns surrounding vector-borne diseases. These diseases, including malaria, dengue fever, Zika virus, and Lyme disease, are transmitted to humans through the bites of infected insects such as mosquitoes and ticks. Vector-borne diseases pose a significant global health threat, impacting millions of people and causing substantial morbidity and mortality.

As awareness of these diseases spreads, individuals are becoming increasingly vigilant about protecting themselves from insect bites. This heightened concern has translated into a growing demand for body-worn insect repellent products. Consumers seek effective, long-lasting, and convenient solutions to mitigate the risks associated with vector-borne diseases, both in their home regions and when traveling to disease-prone areas. This awareness has spurred innovation in repellent technologies, prompting manufacturers to develop advanced and skin-friendly products that offer reliable protection.

### Outdoor Recreational Activities

The rise in outdoor recreational activities is another significant driver propelling the Body Worn Insect Repellent Market. People across the globe are increasingly embracing outdoor pursuits such as camping, hiking, fishing, and picnicking. Additionally, a growing interest in eco-tourism, wildlife exploration, and adventure travel has spurred individuals to explore natural habitats, often in regions where insects can be a major nuisance or carry disease.

Engaging in outdoor activities exposes individuals to insect encounters, making the use of body-worn repellents a practical and necessary choice. Insect repellent clothing, wristbands, patches, and sprays have become essential accessories for outdoor enthusiasts. These products not only offer protection against bites but also contribute to a more enjoyable and comfortable outdoor experience. The Body Worn Insect Repellent

Market capitalizes on this trend by providing a wide array of solutions tailored to different preferences and activities.

### International Travel Trends

The globalization of travel has emerged as a significant driver for the Body Worn Insect Repellent Market. With more people exploring foreign destinations, especially tropical and subtropical regions, the risk of exposure to insect-borne diseases becomes a real concern. Mosquitoes, in particular, are vectors for diseases like malaria and dengue fever, prevalent in many travel destinations.

Travelers are increasingly cognizant of the health risks associated with their journeys, and this awareness has boosted the demand for body-worn insect repellents. Travel-friendly options such as compact repellent sprays, portable wristbands, and clothing with built-in repellent properties are gaining popularity among globetrotters. The Body Worn Insect Repellent Market caters to these travelers' needs by offering effective and convenient solutions that help protect against insect bites and reduce the likelihood of contracting debilitating diseases during their adventures.

### Expansion of Disease-Prone Regions

The expansion of disease-prone regions due to climate change and other environmental factors is a driver that is gaining prominence in the Body Worn Insect Repellent Market. Climate change has led to alterations in the distribution and behavior of disease-carrying insects. Warmer temperatures, increased rainfall, and altered seasonal patterns have expanded the geographic range of mosquitoes and ticks, enabling them to thrive in regions that were previously considered low-risk areas.

As disease vectors extend their reach, individuals living in or traveling to these newly affected regions face a higher risk of insect-borne diseases. This scenario has led to a growing demand for body-worn insect repellent products in areas that historically did not require such protection. Governments and health organizations are also emphasizing the importance of personal protective measures against insects in these regions, further boosting the market for insect repellent products.

### COVID-19 Pandemic Impact

The COVID-19 pandemic has left an indelible mark on consumer behavior, and its impact extends to the Body Worn Insect Repellent Market. The pandemic heightened

concerns about health and hygiene, prompting individuals to adopt a more cautious approach to their well-being. This newfound focus on personal health and safety has resulted in an increased interest in preventive measures against various health threats, including insect-borne diseases.

The pandemic also drove changes in travel behavior, with more people opting for outdoor vacations and staycations to avoid crowded indoor spaces. This shift in travel patterns has further amplified the importance of body-worn insect repellents for protection during outdoor activities. Manufacturers have responded to this demand by enhancing their product offerings and marketing efforts to align with the evolving needs of consumers.

The Global Body Worn Insect Repellent Market is experiencing robust growth, driven by multiple factors that underscore the importance of personal protection against insect-borne diseases and nuisances. The escalating concerns about vector-borne diseases, the surge in outdoor recreational activities, international travel trends, the expansion of disease-prone regions, and the impact of the COVID-19 pandemic have collectively contributed to the market's expansion.

As the world continues to confront the challenges posed by insect-borne diseases and changing environmental conditions, the Body Worn Insect Repellent Market is poised for sustained growth. Manufacturers will continue to innovate, developing advanced and user-friendly products to meet the diverse needs of consumers seeking effective protection against insect bites

## Key Market Challenges

### Environmental Concerns and Sustainability

One of the primary challenges faced by the Body Worn Insect Repellent Market is the growing awareness of environmental concerns associated with the production and disposal of repellent products. Many conventional insect repellents contain chemicals like DEET (N, N-Diethyl-meta-toluamide) and permethrin, which are effective but have raised concerns due to their potential environmental impact.

DEET, for example, can be harmful to aquatic life, and its production involves energy-intensive processes. Additionally, the disposal of single-use repellent products, such as sprays and wipes, can contribute to plastic waste in the environment. Consumers, particularly those who are environmentally conscious, are increasingly looking for

sustainable and eco-friendly alternatives.

To address this challenge, manufacturers are exploring the development of more environmentally friendly repellent formulations and packaging. These include natural and plant-based ingredients, biodegradable materials, and reusable dispensers. Companies that prioritize sustainability and adopt eco-friendly practices may gain a competitive advantage in the market.

### Resistance Development in Insects

Another significant challenge in the Body Worn Insect Repellent Market is the development of resistance in insects to commonly used repellent chemicals. Mosquitoes, for example, can develop resistance to DEET and other synthetic repellents over time, rendering them less effective. This resistance can vary by region and mosquito species, making it difficult to provide consistent protection.

Resistance development can pose a serious threat to public health, as it reduces the effectiveness of repellents in preventing the transmission of insect-borne diseases. It also necessitates the development of new repellent formulations and active ingredients, which can be a time-consuming and costly process. To address this challenge, research and development efforts should focus on identifying new and effective repellent compounds and improving existing formulations. Continuous monitoring of insect populations for resistance is essential to stay ahead of evolving resistance patterns. Additionally, public awareness campaigns can educate consumers on the importance of using a combination of preventive measures, including repellents, to reduce the risk of insect-borne diseases.

### Regulatory Compliance and Safety

The Body Worn Insect Repellent Market faces regulatory challenges related to product safety and efficacy. Regulatory authorities in different countries have stringent requirements for testing and approval of insect repellent products, including assessing their safety for human use.

Meeting these regulatory requirements can be time-consuming and costly for manufacturers. Additionally, ensuring that repellent products are safe for children, pregnant women, and individuals with sensitive skin adds complexity to product development and marketing. Manufacturers must navigate a complex web of regulations and standards in various regions, making it challenging to bring new

products to market quickly. Maintaining compliance with evolving regulatory requirements is an ongoing challenge, requiring significant resources and expertise.

To address this challenge, manufacturers should invest in rigorous testing and safety studies during product development. Collaborating with regulatory agencies and experts in the field can help streamline the approval process. Ensuring clear and accurate labeling on products is also crucial to communicate usage instructions and safety precautions to consumers.

### Competition and Market Saturation

The Body Worn Insect Repellent Market has become increasingly competitive, with a growing number of companies entering the space. As a result, the market is experiencing saturation, and competition for market share is fierce. This saturation poses challenges for both established companies and new entrants.

Established brands must continually innovate to maintain their market positions and fend off competition. New entrants face the difficulty of breaking into a market dominated by well-known brands with established customer trust and loyalty. The market's maturity also means that it can be challenging to differentiate products and gain a competitive edge.

To address the challenge of competition and market saturation, companies must focus on innovation, product differentiation, and effective marketing strategies. This may involve developing unique features, such as longer-lasting protection or innovative application methods. Additionally, companies can explore niche markets or target specific customer segments with tailored products.

### Consumer Perceptions and Preferences

Consumer perceptions and preferences present a challenge in the Body Worn Insect Repellent Market. While some consumers prioritize protection from insect bites and insect-borne diseases, others may be concerned about the feel, scent, or chemical composition of repellent products. These preferences can vary widely, making it difficult for manufacturers to create products that satisfy the diverse needs and expectations of consumers.

Additionally, consumer perceptions of the effectiveness and safety of natural or plant-based repellent alternatives compared to synthetic options can influence purchasing

decisions. Ensuring that consumers have accurate information about the efficacy and safety of repellent products is crucial to building trust and confidence in the market. To address this challenge, manufacturers should conduct consumer research to understand preferences and concerns better. They can then develop products that cater to different consumer segments, offering a range of options from natural and eco-friendly repellents to conventional synthetic formulations. Clear and transparent labeling, backed by scientific evidence, can help build trust and guide consumers in making informed choices.

The Global Body Worn Insect Repellent Market is not without its challenges. From environmental concerns and resistance development in insects to regulatory compliance, competition, and consumer preferences, addressing these challenges is essential for the continued growth and success of the market. Manufacturers must invest in research and development, sustainability, safety testing, and marketing strategies to navigate these challenges effectively and provide consumers with innovative and reliable solutions for insect protection.

## Key Market Trends

### Natural and Eco-Friendly Formulations

One of the most prominent trends in the Global Body Worn Insect Repellent Market is the increasing demand for natural and eco-friendly repellent formulations. Consumers are becoming more conscious of the ingredients in the products they use, and there is a growing preference for repellents that do not contain synthetic chemicals such as DEET (N, N-Diethyl-meta-toluamide) or permethrin.

Natural repellent ingredients such as citronella, lemon eucalyptus oil, lavender oil, and neem oil are gaining popularity. These ingredients are perceived as safer for both users and the environment. Manufacturers are responding to this trend by formulating products that harness the repellent properties of these natural ingredients while maintaining effectiveness. Additionally, there is a focus on eco-friendly packaging and sustainable sourcing of ingredients. Biodegradable packaging materials and recyclable containers are being used to reduce the environmental impact of packaging waste. Companies are also highlighting their commitment to sustainability by sourcing ingredients responsibly and supporting ethical practices.

### Technological Advancements

The Body Worn Insect Repellent Market is experiencing significant technological advancements that enhance the effectiveness and convenience of repellent products. These innovations are aimed at providing users with a more seamless and user-friendly experience. Some companies are integrating technology into wearable repellent products. For instance, wristbands with built-in repellent dispensers that can be controlled through smartphone apps are gaining popularity. Users can adjust the frequency and amount of repellent dispensed, ensuring optimal protection without overusing the product.

Manufacturers are investing in the development of long-lasting repellent formulations. These products offer extended protection, reducing the need for frequent reapplication. Long-lasting repellents are particularly appealing to travelers and outdoor enthusiasts who want uninterrupted protection during extended periods of activity.

### Innovative Application Methods

Innovations in application methods are reshaping the Body Worn Insect Repellent Market. These methods aim to provide users with more convenient and versatile ways to apply repellents. Clothing manufacturers are incorporating repellent properties directly into fabrics. These insect repellent garments provide users with all-over protection without the need for additional products. Such clothing is especially popular among travelers and outdoor enthusiasts. Repellent patches are gaining traction as a convenient and child-friendly option.

These adhesive patches can be applied to clothing or accessories, and they release repellent slowly over time. They are a popular choice for parents seeking a hassle-free way to protect their children from insect bites. Aerosol sprays with fine mist technology are becoming more popular. These sprays provide even coverage and are less likely to leave a sticky residue on the skin. Users appreciate the ease of application and the ability to cover large areas quickly.

### Customization and Personalization

Personalization is a growing trend in the Body Worn Insect Repellent Market, catering to individual preferences and needs. Manufacturers are offering customizable options to enhance the user experience. Some repellent products allow users to choose their preferred fragrance, making the application more pleasant. Customizable scents can range from floral and fruity to herbal or unscented. Repellent formulations are being developed with different skin types in mind. Products for sensitive skin, children, and



individuals with allergies are becoming more widely available. This trend ensures that repellent products are accessible to a broader range of users. Wearable repellents, such as wristbands or clothing, are designed with adjustable settings to provide varying levels of protection. Users can choose the intensity of repellency based on their specific needs and comfort.

## Global Expansion and Market Penetration

The Body Worn Insect Repellent Market is witnessing a trend toward global expansion and increased market penetration. As awareness of insect-borne diseases grows, companies are expanding their reach to new regions and demographics.

Manufacturers are targeting emerging markets with rising concerns about insect-borne diseases. These regions include parts of Asia, Africa, and South America, where vector-borne diseases are prevalent. Companies are tailoring their products to the specific needs and preferences of these markets. E-commerce has played a significant role in expanding the reach of body-worn insect repellent products. Online platforms allow companies to reach a global audience, and consumers can conveniently access a wide range of products and brands. This trend has accelerated during the COVID-19 pandemic as online shopping became the preferred mode of purchase.

The Global Body Worn Insect Repellent Market is evolving rapidly to meet the changing needs and preferences of consumers. The latest trends in the industry include the shift toward natural and eco-friendly formulations, technological advancements, innovative application methods, customization and personalization, and global expansion. As consumers become more conscious of the environment, their health, and the convenience of repellent products, manufacturers are responding with innovative solutions that enhance protection and user experience. These trends indicate a bright future for the Body Worn Insect Repellent Market as it continues to adapt and grow.

## Segmental Insights

### Product Type Insights

The global body-worn insect repellent market has witnessed a significant surge in demand from the apparel segment in recent years. Consumers are increasingly seeking convenient and comprehensive solutions to protect themselves from insect bites, especially during outdoor activities and travel. Apparel manufacturers have responded to this trend by integrating insect repellent properties directly into clothing, creating a

new category of protective garments that offer all-over defense against insects.

Insect repellent apparel has gained popularity among outdoor enthusiasts, travelers, and individuals living in regions with high insect activity. These garments are designed with insect-repellent technologies that effectively deter insects, such as mosquitoes and ticks, from landing on the wearer's clothing. The demand for such apparel has been driven by its versatility and ease of use, as it eliminates the need for additional repellent products and provides continuous protection. As the awareness of insect-borne diseases and the importance of personal protection continue to grow, the apparel segment within the body-worn insect repellent market is poised for further expansion, with manufacturers continually innovating to offer a wide range of stylish and protective options for consumers.

### Distribution Channel Insights

The Global Body Worn Insect Repellent Market has experienced a significant surge in demand through the online distribution channel. This trend has been driven by a combination of factors that have reshaped consumer purchasing habits. With the proliferation of e-commerce platforms, consumers now have convenient access to a wide array of body-worn insect repellent products from the comfort of their homes.

Online distribution channels provide consumers with several advantages, including an extensive product selection, competitive pricing, and the convenience of doorstep delivery. Additionally, the COVID-19 pandemic further accelerated the shift to online shopping, as consumers sought to minimize in-person visits to retail stores. This shift has benefited the Body Worn Insect Repellent Market by expanding its reach to a global audience and enabling consumers to access a diverse range of repellent products, from traditional sprays and lotions to innovative wearables like repellent clothing and wristbands.

Manufacturers and retailers have responded to this growing demand by optimizing their online presence, enhancing their e-commerce websites, and employing digital marketing strategies to reach a broader customer base. As the online distribution channel continues to thrive, it is expected to play a pivotal role in the future growth and accessibility of body-worn insect repellent products.

### Regional Insights

North America has witnessed a substantial increase in demand within the Global Body

Worn Insect Repellent Market. This surge in demand can be attributed to several factors, including the growing awareness of insect-borne diseases, a rise in outdoor recreational activities, and changing climate patterns. Insect repellent products have become an essential component of everyday life for many North American consumers, as they seek effective protection against mosquitoes, ticks, and other disease-carrying insects.

The prevalence of vector-borne diseases such as Lyme disease, West Nile virus, and Zika virus has heightened concerns among North American residents. As a result, individuals are increasingly incorporating body-worn insect repellent products into their daily routines. Moreover, the popularity of outdoor activities, such as hiking, camping, and gardening, has fueled the demand for insect repellent wearables, such as clothing and wristbands. Additionally, the changing climate in North America has extended the geographic range of disease-carrying insects, further emphasizing the need for reliable and long-lasting insect protection. These factors combined have led to a rising demand for body-worn insect repellent products, making North America a significant market within the global industry.

### Key Market Players

Godrej Consumer Products Limited

Sawyer Products, Inc.

Reckitt Benckiser Group Plc.

Dabur International Ltd

ExOfficio LLC

Coghlan's Ltd

PIC Corporation

3M

Spectrum Brands Holdings, Inc.

Johnson and Johnson Services, Inc

## Report Scope:

In this report, the Global Body Worn Insect Repellent Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Body Worn Insect Repellent Market, By Product Type:

Apparel

Oils & Creams

Others

### Body Worn Insect Repellent Market, By Distribution Channel:

Offline

Online

### Body Worn Insect Repellent Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Body Worn Insect Repellent Market.

## Available Customizations:

Global Body Worn Insect Repellent Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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