

India Mosquito Repellent Market By Type (Coils, Vaporizers, Mats, Sprays & Others), By Distribution Channel (Traditional Retail, Supermarket/Hypermarkets & Others), By Organized Vs. Unorganized Sector, Competition, Forecast & Opportunities, 2013–2023

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Abstracts

India mosquito repellent market stood at \$ 670 million in 2018 and is projected to grow to nearly \$ 900 million by 2024. Anticipated growth in the market can be attributed to rising cases of vector borne diseases in rural as well as urban areas. Majority of the sales of mosquito repellents takes place in urban areas, however, rising initiatives by government as well as product manufacturers towards spreading awareness about mosquito repellent products in rural areas is expected to increase demand for these products in rural areas over the next five years. Additionally, increasing penetration of modern mosquito repellent products such as vaporizers, sprays, creams, repellent fabrics, etc., is further anticipated to fuel growth in the market during forecast period.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of India mosquito repellent market.

To define, classify and forecast India mosquito repellent market based on Product Type, Distribution Channel, Region, By Organized Vs. Unorganized Sector and Company.

To analyze and forecast the market share for India mosquito repellent market with respect to Type: Coils, mats, vaporizers, sprays, creams, etc.

To scrutinize the detailed market segmentation and forecast the market size based on 4 regions, namely – North, South, East and West.

To identify tailwinds and headwinds for the India mosquito repellent market.

To strategically profile the leading players in the market which are involved in the supply of mosquito repellents in India mosquito repellent market.

Some of the major players operating in India mosquito repellent market are Godrej Consumer Products Limited, Reckitt Benckiser Products (India) Private Limited, S.C. Johnson Products India Private Limited, Jyothy Laboratories Limited, Dabur India Limited, Himalaya Drug Company, Midas Hygiene Industries Private Limited, Strategi Herbals Private Limited, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading manufacturers of mosquito repellents. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the company personnel were also enquired about their key products, prices of products and competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the type, distribution channel and regional presence of all major mosquito repellent companies.

TechSci Research calculated the market size for India mosquito repellent market using a top-down approach, wherein manufacturers' value share data for different types (Coils, Vaporizers, Mats, Sprays, Creams and Others) was recorded and forecast for

the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources, directories, databases such as company annual reports, World Bank, Ministry of Corporate Affairs, industry magazines, industry reports, news dailies, credible paid databases, etc., were also studied by TechSci Research.

Key Target Audience:

Mosquito repellent manufacturers/importers and suppliers

Trade Associations, organizations, forums and alliances related to mosquito repellent market

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as mosquito repellent manufacturers, distributors and dealers, customers and policy makers. The report provides insights about which market segments should be targeted over the coming years to strategize investments and capitalize on the growth of the market.

Report Scope:

In this report, India mosquito repellent market has been segmented into the following categories in addition to the industry trends which have also been detailed below:

Market, by Type:

Coils

Mats

Vaporizers

Sprays

Creams

Others

Market, by Distributional Channel:

Traditional Retail

Supermarket/Hypermarkets

Online Channel

Others

Market, by Organized Vs. Unorganized Sector:

Market, by Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India mosquito repellent market.

Voice of Customer: Customer Analysis by considering following parameters: Frequency and usage of mosquito repellents, reasons to purchase mosquito repellents and sources of information.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Channel Partner Analysis

Detailed list of distributors and dealers across all major regions.

Company Information

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

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