

United States Natural Insect Repellent Market By Product Type (Spray, Creams, Essential Oils, Liquid Vaporizers & Diffusers, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United States Natural Insect Repellent Market was valued at USD 718.74 million in 2024 and is anticipated to grow USD 1,106.31 million by 2030 with a CAGR of 7.51% during forecast period. The United States natural insect repellent market is experiencing steady growth, driven by increasing consumer demand for chemical-free and eco-friendly alternatives. Rising awareness of health concerns related to synthetic repellents, such as DEET, is fueling the shift toward plant-based solutions containing essential oils like citronella, eucalyptus, and peppermint. Growing outdoor recreational activities and heightened concerns about vector-borne diseases, including Lyme disease and West Nile virus, are further boosting demand. Additionally, regulatory support for natural ingredients and the expansion of e-commerce channels are enhancing market accessibility.

Key Market Drivers

Rising Health Concerns and Demand for Chemical-Free Products

Consumers are becoming more conscious of the potential health risks associated with synthetic insect repellents, particularly those containing DEET (N,N-Diethyl-meta-toluamide). Prolonged exposure to DEET has been linked to skin irritation, neurological issues, and other health concerns, prompting a shift toward natural alternatives. As a result, plant-based insect repellents formulated with essential oils such as citronella, eucalyptus, peppermint, and lemongrass are gaining traction. As of September 2024,

dengue cases have exceeded 11.5 million, reflecting a 228% surge compared to the same period in 2023. The World Health Organization (WHO) reports that nearly half of the global population is at risk of dengue.

Furthermore, increasing awareness of allergies and sensitivities to synthetic chemicals has encouraged consumers, especially parents, to opt for natural insect repellents for children. Many natural repellent brands market their products as safer for sensitive skin and environmentally friendly, making them an attractive choice for health-conscious consumers.

Key Market Challenges

Perceived and Actual Effectiveness Compared to Synthetic Repellents

One of the biggest challenges for natural insect repellents is their perceived and actual effectiveness compared to synthetic alternatives like DEET and picaridin-based products. While natural ingredients such as citronella, oil of lemon eucalyptus, and peppermint oil are widely used, they often do not provide the same long-lasting protection as chemical-based repellents. DEET-based products can offer up to 12 hours of protection, whereas most natural alternatives require frequent reapplication, sometimes every one to two hours.

This reduced longevity can be a major drawback for consumers who need all-day protection, especially in high-risk areas for vector-borne diseases such as Lyme disease and West Nile virus. Additionally, there is skepticism about the efficacy of natural repellents, with some consumers doubting whether plant-based formulations can effectively repel mosquitoes, ticks, and other pests.

Key Market Trends

Growing Popularity of Plant-Based and Essential Oil Formulations

Consumers are increasingly looking for natural and non-toxic alternatives to conventional insect repellents. As a result, plant-based formulations featuring essential oils such as citronella, oil of lemon eucalyptus, peppermint, geranium, and lavender are gaining traction. These ingredients are not only effective in repelling mosquitoes and ticks but also appeal to health-conscious individuals who prefer chemical-free solutions.

The shift toward natural formulations is particularly strong among parents, pet owners,

and individuals with sensitive skin, who are wary of synthetic chemicals like DEET and picaridin. Additionally, some plant-based repellents are marketed as multipurpose products with added benefits, such as moisturizing properties and pleasant scents, making them more attractive to consumers.

Key Market Players

Wondercide LLC

The Coleman Company, Inc.

W.S. Badger Company

The Procter & Gamble Company

Quantum Health, Inc.

EARTHLEY

3 Moms Organics LLC

Spectrum Brands Holdings, Inc. (Repel)

S. C. Johnson & Son, Inc.

Murphy's Naturals, Inc.

Report Scope:

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

United States Natural Insect Repellent Market, By Product Type:

Spray

Creams

Essential Oils

Liquid Vaporizers & Diffusers

Others

United States Natural Insect Repellent Market, By Distribution Channel:

Online

Offline

United States Natural Insect Repellent Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Natural Insect Repellent Market.

Available Customizations:

United States Natural Insect Repellent Market report 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:

Company Information

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

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. UNITED STATES NATURAL INSECT REPELLENT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Spray, Creams, Essential Oils, Liquid Vaporizers & Diffusers, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Regional

5.2.4. By Company (2024)

5.3. Market Map

6. UNITED STATES SPRAY MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Distribution Channel

7. UNITED STATES CREAMS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Distribution Channel

8. UNITED STATES ESSENTIAL OILS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Distribution Channel

9. UNITED STATES LIQUID VAPORIZERS & DIFFUSERS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Distribution Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. UNITED STATES ECONOMIC PROFILE

13. POLICY & REGULATORY LANDSCAPE

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Wondercide LLC

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

14.1.2. The Coleman Company, Inc.

14.1.3. W.S. Badger Company

14.1.4. The Procter & Gamble Company

14.1.5. Quantum Health, Inc.

14.1.6. EARTHLEY

14.1.7. 3 Moms Organics LLC

14.1.8. Spectrum Brands Holdings, Inc. (Repel)

14.1.9. S. C. Johnson & Son, Inc.

14.1.10. Murphy's Naturals, Inc.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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