

Insect Repellent Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The insect repellent market was valued at USD 4,394.45 million in the current year, and it is projected to register a CAGR of 6.85% over the upcoming five years.

The COVID-19 pandemic positively affected the insect repellent market worldwide, as insect repellents are perceived as a home hygiene and home care product. In addition, the demand for personal hygiene and home care products is expected to grow in the near future due to the growing awareness among consumers. Moreover, manufacturing companies believe that the pandemic has made consumers more aware of the need to maintain hygiene at a personal level and at home to reduce the chances of infection, which is expected to become a trend in the long run.

The rising threat of diseases, such as dengue, malaria, chikungunya, zika virus, and yellow fever, is expected to increase the demand for insect repellents during the forecast period. The government initiatives being undertaken for disease control, the rising health awareness among people, and the affordable costs of these products are some of the major factors that are expected to boost the demand for insect repellents across the world.

Additionally, with improvements in living standards, increasing urbanization, and rising population, the demand for mosquito repellents is constantly on the rise, particularly in tropical parts of the region. Also, the availability of a wide range of insect repellents, including mosquito repellents, under different price ranges has made them easily accessible and affordable for a large consumer base. There is a rise in the adoption of insect repellents based on natural ingredients. The adoption of such mosquito repellents is increasing to avoid problems, such as skin rashes and allergies, among others.

Insect Repellent Market Trends

Rising Prevalence of Insect-borne Diseases

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The global urban population is becoming more health-conscious, and people are becoming more aware of the risks of mosquito bites. Furthermore, as the number of diseases caused by mosquitoes increases in developing countries, the rural populace is becoming increasingly concerned about health and hygiene. According to a WHO report released in March 2020, vector-borne diseases account for more than 17% of all infectious diseases. Each year, these diseases cause more than 700,000 deaths. They can be caused by parasites, bacteria, or viruses. Several outbreaks of life-threatening infections, such as chikungunya, influenza, H1N1 virus, zika virus, and dengue, have occurred in the previous decade, mostly spread by insect vectors. With the rise in vector-borne diseases, the demand for and consumption of insect-repellent products is likely to rise in the near future, thus driving the market for insect-repellent active chemicals. Additionally, these vector-borne diseases and new viruses can reach different regions via travel and goods transport. Also, growth in urbanization and industrialization is indirectly creating environmental pollution, which can promote the dominance of mosquito-borne diseases.

Increased Demand for Insect Repellents from Asia-Pacific

China represents the largest market for insect repellents in the Asia-Pacific region on account of being the most populous country with high disposable income, growing awareness, improved living standards, and affordable pricing of repellents, which has increased their penetration in household goods. All these factors cumulatively augment the sales of the product. Moreover, household insects like flies, termites, bed bugs, ants, and cockroaches are very common in China. The use of insect repellents in usable forms like sprays, vaporizers, chinks, powders, and others has proliferated product sales in Chinese homes. Whereas, in India, the growing awareness and the rising health concerns among people, backed by increased household income and affordable product pricing, have improved insect repellents' penetration in Indian homes. The Ministry of Health and Family Welfare 2016 launched the National Framework for Malaria Elimination. The government also launched the National Strategic Plan for Malaria Elimination, which formulated strategies for the next five years. Additionally, the launch of various programs like Swachh Bharat Abhiyaan increased the importance of hygiene and cleanliness among people, which improved the market growth. For instance, the incidences of malaria caused by mosquitoes have reduced significantly. As per data from the WHO, there is a possibility of a 90% reduction in global malaria incidences by 2030. Insect repellents in the coil form are the most popular products in the region because they are cost-effective and available across all retail channels. Among the rural areas of the region, offline distribution channels like convenience stores are more popular.

Insect Repellent Market Competitor Analysis

The insect repellent market is highly stagnant and competitive, with the presence of various global and regional players. The major market share was dominated by SC Johnson & Son, which is the market leader, followed by Spectrum brands and Reckitt Benckiser Group PLC. The extensive product portfolio, global presence, and the company's continuous activities in the market studied have made Godrej Consumer Products a leader in the market. During the study period, the company's major focus was on product innovations, as it developed four innovative products with an aim to extend its product portfolio and global presence. Another market leader, SC Johnson & Son, is also enjoying greater sales in the market studied, supported by consumer inclination toward its wider range of products, including all product types, such as DEET products, natural and organic insect repellents, and other products. Accordingly, to further strengthen its position in the market, the company has been widely investing to scale up the production of its core products.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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