

## **Mosquito Repellent - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Mosquito Repellent Market size is estimated at USD 4.83 billion in 2024, and is expected to reach USD 6.24 billion by 2029, growing at a CAGR of 5.27% during the forecast period (2024-2029).

#### Key Highlights

- Mosquito repellent market is growing rapidly due to rise in incidence of mosquito-borne diseases as chikungunya, dengue, filariasis, or yellow fever followed by many governments initiatives for mosquito control programmes. Regions such as North America, Asia Pacific, and Europe have witnessed a large number of cases of dengue, malaria, and chikungunya in the past years.
- However, application of low-cost but toxic chemicals in manufacturing of mosquito repellent, such as DEET, in various mosquito repellent products causes ill effects on human health, and are likely to obstruct the growth of this market for medium term.
- Thus, an increasing number of manufacturers both global as well as local players are investing in the research and development to overcome the prevailing problem associated with toxic chemicals in mosquito repellent and offer innovative product offerings under competitive price range. For instance in 2016, Fit Organic, a subsidiary of HealthPro Brand, launched Fit Organic Mosquito Repellent Spray, which is a organic certified repellent scientifically proven as effective as DEET for up to three hours, yet safe for pregnant women and children.
- The concurrent circulation of dengue and coronavirus disease 2019 (COVID-19) may produce many unfavourable outcomes-such as co-infections. Consequently, the health community and policy makers are developing proactive policies and allocating adequate resources to prevent and manage the resurgence of dengue and other vector-borne diseases in the new era of COVID-19.
- Thus, such situations has increased the sales of mosquito repellents across the globe primarily in worst hit countries such as India, United States, Brazil and Italy.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Mosquito Repellents Market Trends

### Increased Incidence of Mosquito Borne Diseases

Key driver of the global mosquito repellent market is increased incidence of mosquito-borne diseases such as malaria, dengue, chikungunya, yellow fever, zika virus, and others across the globe. The year 2016 was characterized by large dengue outbreaks, worldwide. According to the World Health Organization (WHO), vector-borne diseases account for more than 17 percent of all infectious diseases, causing more than 700,000 deaths annually. These diseases can be caused either by parasites, viruses, or bacteria. Out of all vector-borne diseases, dengue is the most prevalent viral infection causing an estimated 40,000 deaths every year. Additionally, the American region reported more than 2.38 million cases in 2016, whereas, Brazil alone contributed slightly less than 1.5 million cases. Similarly, in 2020, the Pan American Health Organization (PAHO) reported 2 206 612 suspected and confirmed dengue cases and 900 deaths, in the Americas region alone. This corresponds to a 30% decrease compared to 2019 figures. The five countries reporting most cases are: Brazil (1 418 296 cases), Paraguay (221 544), Mexico (114 642), Bolivia (84 146) and Colombia (75 246). Owing to these factors, competitors are focusing on promoting their products through integrated communication platforms, such as TVs, newspapers, billboards, hoardings, and social media, to create awareness about mosquito-related diseases. This, in turn, increases the demand for their mosquito repellent offerings.

### Asia Pacific is the Fastest Growing Market

Asia-Pacific is expected to witness the fastest growth rate in the mosquito repellent market, due to high awareness of mosquito-borne diseases, government and non-government supported programs to minimize the mosquito borne disease etc. For instance, the launch of the campaign in Delhi (India) to tackle vector-borne diseases like chikungunya and dengue while increasing the participation of residents in preventing their spread. Additionally, increasing penetration of modern mosquito repellent products such as vaporizers, sprays, creams, repellent fabrics, etc., is further anticipated to fuel the market growth during the forecast period. Also, with substantial growth, the region has witnessed an increasing number of product innovations in terms of functional attributes such as skin friendly, organic/natural, fragrance and others. For instance in 2019 Aunt Fannie's launched two new mosquito repellent sprays that are DEET-free and are made of essential oils, making it effective while protecting kids and adults from mosquito bites.

### Mosquito Repellents Industry Overview

Reckitt Benckiser Group, The Godrej Company, Dabur International, Coglans Ltd., S.C Johnson & Son, Johnson and Johnson, Spectrum Brands, Jyothi Labs, and others are some of the major players in the industry. Companies operating in the market studied are differentiating their offerings in terms of functionalities, ingredients, price, odour, packaging, and format, in order to gain competitive advantage. Manufacturers are focusing on producing innovative insect repellent products by using natural ingredients, in order to have an extensive, established product portfolio for their target consumers. For instance, Godrej has launched its new lime flavor mosquito hit that eventually kills mosquitoes without even changing the aroma of the place. Additionally, advertisements and paid promotions play an important role in the industry.

#### Additional Benefits:

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

#### **Table of Contents:**

##### 1 INTRODUCTION

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

1.1 Study Deliverables and Study Assumptions

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Spray/ Aerosols

5.1.2 Cream & Oil

5.1.3 Vaporizer (Liquid and Paper)

5.1.4 Other Products

5.2 By End User

5.2.1 Residential

5.2.2 Commercial

5.3 By Distribution Channel

5.3.1 Supermarkets/Hypermarkets

5.3.2 Convenience Stores

5.3.3 Online Retailers

5.3.4 Other Distribution Channels

5.4 By Geography

5.4.1 North America

5.4.1.1 United States

5.4.1.2 Canada

5.4.1.3 Mexico

5.4.1.4 Rest of North America

5.4.2 Europe

5.4.2.1 United Kingdom

5.4.2.2 Germany

5.4.2.3 France

5.4.2.4 Italy

5.4.2.5 Spain

5.4.2.6 Rest of Europe

5.4.3 Asia-Pacific

5.4.3.1 India

5.4.3.2 China

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.4.3.3 Japan
- 5.4.3.4 Australia
- 5.4.3.5 Rest of Asia-Pacific
- 5.4.4 South America
  - 5.4.4.1 Brazil
  - 5.4.4.2 Argentina
  - 5.4.4.3 Rest of South America
- 5.4.5 Middle East & Africa
  - 5.4.5.1 South Africa
  - 5.4.5.2 Saudi Arabia
  - 5.4.5.3 Rest of Middle East and Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Positioning Analysis
- 6.4 Company Profiles
  - 6.4.1 Spectrum Brands, Inc.
  - 6.4.2 Henkel AG & Co. KGaA
  - 6.4.3 Coghlan's Ltd
  - 6.4.4 Godrej Consumer Products Ltd
  - 6.4.5 Enesis Group
  - 6.4.6 Jyothy Laboratories
  - 6.4.7 Dabur India Ltd
  - 6.4.8 S. C. Johnson & Son
  - 6.4.9 Reckitt Benckiser Group PLC

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 IMPACT OF COVID-19 ON THE MARKET

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Mosquito Repellent - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

