

**Spray Mosquito Repellent Market By Raw Material (Plant based Repellent, Bio Based Repellent), By Distribution Channel (Hypermarket and Super market, Independent Stores, Online Sales Channel, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031**

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**Report description:**

The global spray mosquito repellent market was valued at \$1,374.0 million in 2021, and is projected to reach \$2,581.0 million by 2031, registering a CAGR of 6.6% from 2022 to 2031. Asia-Pacific region dominates the spray mosquito repellent market and is likely to remain dominant throughout the forecast period.

Mosquito repellent is a chemical substance applied to skin, clothing, or other surfaces, which stops mosquitoes from landing or climbing that surface. Mosquito repellents are bifurcated into two chemical classes, namely, synthetic chemicals, such as N, N-diethyl-3-methylbenzamide (DEET), picaridin and plant-derived oils, such as oil of lemon eucalyptus and oil of citronella. It refers to aerosols available in cans with a pump, which are both body worn and non-body worn. These are used to repel mosquitoes by spraying the repellent in the air and can be effective up to 8-10 hours. Nowadays, body worn mosquito repellent sprays have also been adopted, which are water based and include plant extracts and various aromatic oils.

Currently, the market is trending with sprays based upon herbal ingredients, which is skin friendly and lasts longer than chemical-based sprays. Sprays are highly adopted in North America and Europe, owing to their high-performance efficiency of the spray mosquito repellent products. In LAMEA and Asia-Pacific, growing health consciousness is expected to boost the demand for mosquito repellent sprays. Moreover, manufacturers nowadays are focused on high-quality packaging and attractive marketing & promotional strategies, which drive the growth of the mosquito repellent market. However, presence of toxic chemicals, such as DEET, in various mosquito repellent products cause ill effects on health, which are likely to restrain the growth of the spray mosquito repellent market.

Increase in penetration of various online portals in developing regions and rise in number of offers or discounts, attract the consumer to purchase spray mosquito repellent through online channel. Moreover, online sales channel has increased the

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consumer reach, owing to which it has evolved as a key source of revenue for many companies. Furthermore, the online sales market is expected to expand in the near future due to rapid growth in online and mobile user customer bases in emerging markets. In addition, increase in e-commerce sales, improvements in logistics services, ease in payment options, and the facility to enter in new international markets for major brands further boost the growth of the spray mosquito repellent market. According to the spray mosquito repellent market analysis, the market is segmented into raw material and distribution channel. On the basis of raw material, the market is segmented into plant-based repellent and bio-based repellent. On the basis of distribution channel, the market is segmented into hypermarket/supermarket, independent stores, online sales, and others. On the basis of region, the market is segmented into North America, Europe, Asia-Pacific, and LAMEA.

The players operating in the spray mosquito repellent industry have adopted product launch and business expansion as their key developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include 3M, BASF SE, Dabur International Ltd, Godrej Consumer Products Limited, Henkel AG & Co. KGaA, Johnson & Johnson, Reckitt Benckiser Group plc, S.C. Johnson & Son Inc, Sawyer Products, Inc, and Spectrum Brands Holdings

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the spray mosquito repellent market analysis from 2021 to 2031 to identify the prevailing spray mosquito repellent market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the spray mosquito repellent market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global spray mosquito repellent market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Raw Material

- Plant based Repellent
- Bio Based Repellent

##### By Distribution Channel

- Hypermarket and Super market
- Independent Stores
- Online Sales Channel
- Others

##### By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- U.K.
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific

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- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- UAE
- Saudi Arabia
- South Africa
- Rest Of Lama
- Key Market Players
- Coghlan's Ltd
- DABUR INTERNATIONAL LTD
- Himalaya Herbals
- Johnson and Johnson Services, Inc
- Jyothy Laboratories Ltd. (JLL)
- Reckitt Benckiser Group plc.
- S. C. Johnson and Son
- Spectrum Brands Holdings
- Sawyer Products, Inc
- godrej consumer products limited

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