

Global Mosquito Repellent Market Report and Forecast 2024-2032

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Report description:

Global Mosquito Repellent Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global mosquito repellent market size reached approximately USD 8.13 billion in 2023. Aided by the rising awareness about mosquito-related diseases and the government initiatives to control the diseases, the market is projected to grow at a CAGR of 5.6% between 2024 and 2032, reaching a value of around USD 13.31 billion by 2032.

Mosquito repellent is a substance applied to skin, clothing, or other surfaces which discourages mosquitoes from landing or climbing on that surface. Mosquito repellents help prevent mosquito bites and, consequently, can reduce the transmission of mosquito-borne diseases such as malaria, dengue fever, Zika virus, and West Nile virus. These contain active ingredients such as DEET (N, N-Diethyl-meta-toluamide), picaridin, IR3535, or icaridin.

With an increasing awareness of mosquito-borne diseases such as malaria, dengue, Zika virus, and West Nile fever, the demand for mosquito repellents has surged globally. This awareness is not limited to regions traditionally affected by these diseases but has become a global concern, thanks to international travel and the global spread of information.

Governments and health organisations are at the forefront, launching public health campaigns, and educational programmes, and funding research into effective mosquito control methods. These initiatives significantly boost the requirement for defence against mosquito bites and, consequently, mosquito-borne diseases, aiding the mosquito repellent market expansion. For instance, the World Health Organisation (WHO) and the Centres for Disease Control and Prevention (CDC) provide guidelines and resources for mosquito control, emphasising the use of repellents as a preventive measure.

Technological advancements have enabled innovations and product developments in the mosquito repellent market. There has been a shift from traditional repellents, such as coils and sprays, to more advanced, safer, and convenient products. These include ultrasonic-repellent devices, wearable repellent devices like stickers and wristbands, and smart devices that can be integrated into home automation systems. Such innovations not only offer consumers more choices but also address concerns over safety and environmental impact.

Companies are investing heavily in research and development to create products that are not only effective against mosquitoes but also user-friendly and environmentally sustainable. This has led to the emergence of repellents that use natural ingredients or

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provide a controlled release of active ingredients, minimising exposure and potential side effects.

Climate change acts as a significant factor aiding the mosquito repellent market growth, primarily through the effect of rising global temperatures on mosquito populations. Higher temperatures and increased precipitation create ideal breeding conditions for mosquitoes, expanding their habitats and extending their active seasons. This geographical and temporal expansion of mosquito populations means that more regions, including those previously unaffected, now face the risk of mosquito-borne diseases.

As a result, the mosquito repellent market is growing not only in tropical and subtropical regions but also in temperate areas where mosquito activity is becoming more prevalent. This shift necessitates a broader market reach for mosquito repellent products, driving innovation and market expansion.

The Asia Pacific mosquito repellent market has registered rapid growth and is expected to continue growing in the forecast period, driven by emerging economies like India and China. These countries are focusing on public health campaigns and introducing various initiatives to combat mosquito-borne diseases, further propelling the market growth.

In Africa, the mosquito repellent market is driven by the high incidence of malaria and other mosquito-borne diseases, while in South America, dengue fever remains a critical concern, boosting the demand for effective mosquito repellents.

While chemical repellents, such as DEET (N, N-Diethyl-meta-toluamide) and permethrin, are effective in deterring mosquitoes, there are growing health and environmental concerns associated with their use. Prolonged or excessive exposure to chemical repellents has been linked to adverse health effects, including skin irritations, neurological problems, and environmental issues like wildlife toxicity.

The market faces the challenge of balancing effectiveness with safety, pushing companies to develop new formulations that minimise health risks while maintaining repellent efficacy. This has also led to a surge in demand for natural repellents, further fuelling the market development.

Market Segmentation □

The global mosquito repellent market can be divided based on type, distribution channel, raw material, and region.

Market Breakup by Type

- Coil
- Vapouriser
- Mat
- Cream and Oil
- Others

Market Breakup by Distribution Channel

- Supermarket/Hypermarket
- Retail Stores
- Online
- Others

Market Breakup by Raw Material

- Plant-based Repellents
- Chemically Derived Repellents

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global mosquito repellent market. Some of the major

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players explored in the report by Expert Market Research are as follows:

- 3M Company
- Coghlan's Ltd.
- Dabur India Ltd.
- Sawyer Products, Inc.
- Spectrum Brands, Inc
- Woodstream Corporation, Inc.
- Reckitt Benckiser Group PLC
- PIC Corporation
- The Avon Company
- Godrej Industries Limited
- Others

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