

North America Mosquito Repellent Market By Product (Coils, Vaporizers, Sprays, Creams, Others), By Sales Channel (Hypermarkets/Supermarkets, Departmental Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-03-28 | 131 pages | TechSci Research

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Report description:

North America Mosquito Repellent Market was valued at USD 1.63 billion in 2024 and is expected to reach USD 2.29 billion by 2030 with a CAGR of 5.89% during the forecast period. The North America mosquito repellent market is experiencing steady growth, driven by increasing concerns over mosquito-borne diseases such as West Nile virus and Zika virus. Rising outdoor recreational activities and heightened awareness of personal protection contribute to market expansion. Consumers are shifting towards natural and DEET-free formulations, fueling demand for plant-based and eco-friendly repellents. Innovative product developments, including wearable mosquito repellents and long-lasting sprays, further boost market growth. E-commerce channels play a significant role in product accessibility, while stringent regulations impact formulation trends. Leading players focus on expanding product portfolios and enhancing effectiveness to cater to evolving consumer preferences.

Market Drivers

Rising Prevalence of Mosquito-Borne Diseases

One of the primary drivers of the North America mosquito repellent market is the increasing prevalence of mosquito-borne diseases, such as the West Nile virus, Zika virus, and dengue fever. Climate change, urbanization, and stagnant water sources contribute to mosquito population growth, raising the risk of disease transmission. Public health authorities and government organizations actively promote the use of mosquito repellents as a preventive measure, boosting market demand. Heightened consumer awareness about the health risks associated with mosquito bites has led to a surge in demand for effective repellent solutions, particularly during peak mosquito seasons. As of September 2024, over 11.5 million dengue cases have been reported, marking a 228% increase compared to the same period in 2023. According to the World Health Organization (WHO), nearly half of the global population is at risk of dengue. These factors are driving market demand across the North American region.

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Key Market Challenges

Stringent Regulatory Standards and Compliance Requirements

One of the most significant challenges in the North America mosquito repellent market is the stringent regulatory framework governing product formulation and safety. Agencies such as the U.S. Environmental Protection Agency (EPA) and Health Canada impose strict regulations on mosquito repellent ingredients, particularly chemical-based formulations. DEET, a widely used active ingredient, faces ongoing scrutiny due to potential health concerns, leading to restrictions on concentration levels in consumer products.

Similarly, plant-based repellents must undergo extensive testing to verify their efficacy and safety before they can be marketed. Compliance with these evolving regulations can be costly and time-consuming for manufacturers, limiting the speed of product innovation and market entry. Additionally, product recalls or legal actions due to non-compliance can damage brand reputation and lead to financial losses. As consumer demand shifts toward natural and organic repellents, companies must navigate complex approval processes while ensuring their products meet regulatory requirements.

Key Market Trends

Technological Advancements in Mosquito Repellent Products

Technological innovations are transforming the mosquito repellent market, leading to the introduction of advanced and more effective products. Traditional sprays and lotions are being supplemented by smart and wearable repellents, such as ultrasonic devices, mosquito-repelling wristbands, and patches infused with essential oils. Some brands are also incorporating nanotechnology to create longer-lasting repellents that provide extended protection with fewer applications. Additionally, innovations in packaging, such as aerosol-free sprays and eco-friendly biodegradable materials, align with sustainability trends and enhance user convenience. Consumers are increasingly seeking multifunctional products that combine mosquito protection with other benefits, such as skincare and sun protection. This technological shift is expected to drive market growth by appealing to tech-savvy and environmentally conscious buyers.

Key Market Players

- The Coleman Company, Inc.
- The Procter & Gamble Company
- Quantum Health, Inc.
- Spectrum Brands Holdings, Inc.
- S. C. Johnson & Son, Inc.
- Murphy's Naturals, Inc.
- Thermacell Repellents, Inc.
- Coghlan's Ltd.
- Avon Company
- 3M Company

Report Scope:

In this report, the North America Mosquito Repellent Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□ North America Mosquito Repellent Market, By Product:

- o Coils
- o Vaporizers
- o Sprays
- o Creams
- o Others

□ North America Mosquito Repellent Market, By Sales Channel:

- o Hypermarkets/Supermarkets
- o Departmental Stores
- o Online
- o Others

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□ North America Mosquito Repellent Market, By Country:

- o United States
- o Canada
- o Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the North America Mosquito Repellent Market.

Available Customizations:

North America Mosquito 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).

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