

Mosquito Repellent Market to Record Robust Compound Annual Growth Rate During 2020-2027

According to a new report, The global mosquito repellent market is segmented on the basis of type, distribution channel, and region.

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EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Mosquito Repellent Market](#) by Type and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2020-2027,".

The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



Mosquito Repellent Market

The global mosquito repellent market size was valued at \$4.1 billion in 2020, and is projected to reach \$6.0 billion by 2027, registering a CAGR of 5.6% from 2020 to 2027.



Consistently increasing in developing markets, owing to factors such as rise in literacy levels and increase in awareness campaigns run by government and players operating in the industry."

Shankar Bhandalkar

Rise in incidences of mosquito borne diseases, increase in health concerns and literacy levels, and cost efficiency of mosquito repellent products drive the growth of the global mosquito repellent market. However, fake mosquito repellents flooded in the city markets hinders the market growth. On the other hand, increase in the demand of herb-based repellents, aggressive marketing, and positioning strategies are anticipated to offer new

opportunities in the coming years.

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In recent years, the demand for mosquito repellents has increased due to rise in incidences of mosquito borne diseases, such as zika virus, malaria, dengue, west Nile fever, and others in countries such as Europe, Asia, and North America. The impact of mosquito borne diseases is expected to increase in the coming years, owing to increase in population of mosquitoes and transmission of virus from pregnant ladies to their children. Various key market players coupled with NGOs and local governments have participated to improve the level of awareness among people residing in urban and rural areas against different mosquito borne diseases. This is expected to drive the mosquito repellent market growth globally.

Based on product type, the spray segment accounted for more than one-third of the global mosquito repellent market in 2019, and is expected to maintain its lead status in terms of revenue throughout the forecast period. This is due to high-performance efficiency of spray. However, the vaporizer is estimated to portray the highest CAGR of 6.8% from 2020 to 2027. The vaporizers are smoke free, cost-effective, and can work indoors which drive the growth of the segment.

Based on distribution channel, the independent store segment contributed to the highest market share with more than two-fifth of the global mosquito repellent market in 2019, and is estimated to maintain its leadership position during the forecast period. Independent stores provide flexible and reliable options to customers which helps to drive the growth of this segment. However, the online sales channel segment is estimated to generate the fastest CAGR of 7.8% from 2020 to 2027. This is attributed to increase in penetration of various online portals in developing regions and rise in number of offers or discounts to attract the consumer.

Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia & New Zealand, ASEAN, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa). Asia-Pacific accounted for around 48.8% mosquito repellent market share in 2019, and is expected to grow at a CAGR of 6.5%.

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The key players operating in the mosquito repellent industry include S. C. Johnson & Son, Inc., Spectrum Brands Holdings, Inc., Sawyer Products, Inc., Coghlan's Ltd., Dabur International Ltd, Godrej Consumer Products Limited, Himalaya Herbals, Johnson & Johnson Services, Inc., Jyothy Laboratories Ltd., and Reckitt Benckiser Group plc.

Reason to Buy:

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the global Mosquito Repellent market.
- Highlights key business priorities in order to guide the companies to reform their business strategies and establish themselves in the wide geography.
- The key findings and recommendations highlight crucial progressive industry trends in the Mosquito Repellent Market, thereby allowing players to develop effective long-term strategies in order to garner their market revenue.
- Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.
- Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those restraining the growth to a certain extent.
- Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to products, segmentation, and industry verticals.

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companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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