

# Mosquito Repellent Market Size is Expected to Rise \$6.0 Billion by 2027, Growing At a CAGR of 5.6% From 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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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 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.



Mosquito Repellent Market

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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.”

*Roshan Deshmukh*

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.

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 distribution channel, the independent stores 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.

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.

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.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current mosquito repellent market trends, estimations, and dynamics of the mosquito repellent market analysis from 2019 to 2027 to identify the prevailing market opportunities.
- The key countries in all the major regions are mapped on the basis of the market share.

- The mosquito repellent market forecast is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of the buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the market segmentation assists to determine the prevailing mosquito repellent market opportunity.
- Major countries in each region are mapped according to their revenue contribution to the global industry.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

#### Reasons to Buy This Mosquito Repellent Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

#### Related Reports:

- [Tick Repellent Market](#) is projected to reach \$23.41 billion by 2031
- [Insect Repellent Market](#) is expected to generate \$ 9,615.7 million by 2026
- Fly Traps Market is projected to reach \$407.90 million by 2031  
<https://www.alliedmarketresearch.com/fly-traps-market-A16632>
- Flies Repellent Market Growth Opportunities In Global Industry By 2029  
<https://www.alliedmarketresearch.com/flies-repellent-market-A08069>
- Insect Repellent Market is Booming Industry in Upcoming Years Due To Global Demand  
<https://www.alliedmarketresearch.com/insect-repellent-market>

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