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Increasing incidence of communicable diseases boosting Mosquito Repellent Market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Mosquito Repellent Market in India 2011 report covering a market which is growing rapidly and provides a plethora of opportunities. It is a part of Netscribes' Consumer Goods Industry Series reports.

Mumbai, India – July 11, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report on the *Mosquito Repellent Market in India 2011*. The market has seen a transformation over the years; from traditional repellents to the most recent baby care mosquito repellent products. Due to rising awareness and literacy levels, demand for such products has been steadily increasing.

The report begins with an introduction section which highlights the various segments in the market and provides information regarding major changes in the repellent market in India. The market overview section provides the market size and growth of the mosquito repellent market in India with a brief description of overall market as well as the market segmentation by product.

An analysis of the drivers explain the factors for growth of the industry which include growing incidence of mosquito borne diseases, increasing health consciousness, low penetration levels and cost effectiveness. The key challenges identified encompass health hazards and poor response from rural areas. Key trends have also been analyzed which include change in consumer preferences, conducting awareness program and shift of production focus.

Competition section profiles the major players in the market. This section contains snapshots of the corporations' financial performance and business highlights, providing an insight into the existing competitive scenario.

The Mosquito Repellent Market report is part of Netscribes' Consumer Goods Industry series, which also includes Greeting Cards Market in India, Sportswear Market in India, Branded School Uniform Market in India, Furniture Market in China 2010, Toys and Games Market in China 2010, etc.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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