

Personal Hygiene Market by Product (Soaps, Hand Sanitizers, Bath & Shower Products, Face Care Products, and Others), Gender (Unisex, Male, and Female), and Distribution Channel (Retail Pharmacies, Hospital-Based Pharmacies, Supermarkets, and E-commerce): Global Opportunity Analysis and Industry Forecast, 2021–2030.

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Abstracts

The global personal hygiene market was valued at \$508.5 billion in 2020 and is projected to reach \$720.7 billion by 2030 registering a CAGR of 3.6% from 2021 to 2030.

Personal hygiene refers to precautions taken to maintain own health and hygiene for protection from infectious diseases, fungal infections, and other related illnesses. Personal care can be maintained by regular washing of hands, bathing, brushing teeth post meal daily, cutting and cleaning nails, and other habits. Maintenance of good hygiene ensures safety from various infections and hygiene related ailments. Other personal care practices include covering of mouth before coughing or sneezing, properly disposing used tissues, and ensuring that food handling surfaces is clean. This method ensures that dangerous germs and other diseases are not transmitted. Alcohol-based hand sanitizers, face masks, gloves, stretchy hats, antibacterial wipes, feminine hygiene products, and incontinence garments are among the most often used items. Self-esteem and confidence as well as social, personal, and psychological well-being are all aided by maintaining a high degree of personal cleanliness.

Rise in disposable income, coupled with growing willingness to pay for these products propels growth of the market. In addition, desire for improvement of quality of life and

maintaining optimal health levels further boosts growth of the market. However, changes in client buying behavior and preference for chemical-free, organic goods due to their advantages might stifle growth of the personal hygiene market. As a result, entry of organic and chemical-free personal care products into the market poses a challenge to the personal hygiene industry's development and restrains growth of the market. In contrast, growth in emerging markets create lucrative opportunities for the personal hygiene. Moreover, surge in likelihood of epidemic or pandemic outbreaks, rise in incidences of chronic disease such as COVID-19 further drives growth of the market. Rise in need for gender-specific hygiene goods such as conditioners, shampoos, shaving kits, face masks, face peels, and other items fuel demand for personal care products and propels the market growth. Moreover, growing consumer preference toward multi-faceted personal hygiene and grooming products as well as launches of new products such as teeth whitening toothpaste, fragrant showers, and bathing products and other multifunctional products positively impact the market growth.

The global personal hygiene market is segmented into product, gender, distribution channel, and region. On the basis of product, the market is categorized into soaps, hand sanitizers, bath & shower products, face care products, and others. By gender, it is classified into unisex, male, and female. On the basis of distribution channel, it is segmented into retail pharmacies, hospital-based pharmacies, supermarkets, and e-commerce. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global personal hygiene market along with the current trends and future estimations to explain the imminent investment pockets.

A comprehensive analysis of the factors that drive and restrict the market growth is provided in the report.

Comprehensive quantitative analysis of the industry from 2020 to 2030 is provided to enable the stakeholders to capitalize on the prevailing market opportunities.

Extensive analysis of the key segments of the industry helps to

understand the application and products of personal hygiene used across the globe.

Key market players and their strategies have been analyzed to understand the competitive outlook of the market.

KEY MARKET SEGMENTS

By Product

Soaps

Hand sanitizers

Bath and Shower Products

Face Care Products

Other Products

By Gender

Unisex

Male

Female

By Distribution Channel

Retail Pharmacies

Unisex

Male

Female

Hospital based Pharmacies

Unisex

Male

Female

Supermarkets

Unisex

Male

Female

E-commerce

Unisex

Male

Female

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

LIST OF KEY PLAYERS PROFILED IN THE REPORT

3M

B. Braun Melsungen

Colgate-Palmolive Company

HARTMANN

Johnson & Johnson,

Kimberly-Clark Corporation

P&G

Reckitt Benckiser Group

Syndy Pharma

Unilever

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