

Hand Sanitizer Market in US - Industry Outlook and Forecast 2020-2025

<https://marketpublishers.com/r/HB18FCF5C13BEN.html>

Date: April 2020

Pages: 188

Price: US\$ 2,995.00 (Single User License)

ID: HB18FCF5C13BEN

Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this US Hand Sanitizer Market Report

The US hand sanitizer market is expected to grow at a CAGR of over 20% during the period 2019–2025.

The US is the largest market for the hand hygiene wash and sanitization industry in the world. The country has witnessed a variety of public health epidemics since the 2000s - SARs in 2004, H5N1 Avian influenza in 2006, and 2009 outbreaks of swine flu. These outbreaks have driven the demand for hand sanitizers significantly. Several scientific studies have revealed horrendous statistics about these infections, which have further boosted the adoption of anti-bacterial and hand disinfectant solutions. Studies have shown that the spread of diarrhea and gastrointestinal illnesses can be reduced by almost 50% by practicing effective hand hygiene. This has also propelled the demand for hand sanitizers in the country. However, the market has been witnessing a surge in demand for hand sanitizers since the eruption of COVID-19 pandemic. This peak is likely to continue for the next two years and would start to normalize after 2022. The spread of the virus across the country has resulted in heightened sales for hand sanitizers. Commercial product sales have witnessed a sharp increase in revenue as individuals, educational institutes, companies, and industries ramp up their efforts to ensure safety and hygiene.

The following factors are likely to contribute to the growth of the hand sanitizer market during the forecast period:

Rise in Health Consciousness among Consumers

Growth in Healthcare-associated Infections

Rise in Demand for Flavored and Organic Hand Sanitizers

The study considers the present scenario of the US hand sanitizer market and its market dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The study offers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent ones operating in the market.

US Hand Sanitizer Market: Segmentation

This research report includes a detailed market segmentation by Product, End-user, Distribution, and Geography. Gel-based hand sanitizers witnessed about 73% spike in sales in March 2020 in the US amidst the outbreak of COVID-19. The ease of use and cost-effectiveness is boosting the sale of these handrubs among customers. The increasing application of hand antiseptics in the healthcare segment, which is one of the major end-users segment, is likely to drive the segment. Construction, manufacturing, painting, and decoration sectors are the major end-users of Liquid hand sanitizers. These handrubs have demonstrated better antimicrobial performance than gel-based counterparts, thereby increasing the adoption in several industries. With rising awareness of contagious infections across factories and construction sites, workers are getting inclined toward maintaining hand hygiene and safety. Foam-based solutions are often considered to be safe, economical, hassle-free. With 70% ethyl alcohol content, these handrubs are predominantly used in K-12 schools, colleges, universities, hospitality, and commercial segments. Owing to its less scattering feature, foam-based hand sanitizers are preferred over liquid-based ones. Spray hand sanitizers are a niche product segment preferred by selective customer segments across the market. These products are often considered ideal for cost-conscious consumers and are mostly used in gyms and other health wellness centers along with several commercial places.

Although the healthcare sector has been one of the key contributors in the US, it is expected to gain significant market shares by 2025 due to the eruption of COVID-19, which has increased the usage of hand sanitizers in hospitals and clinics. The rise in hospital-associated infections is another major factor influencing the market growth. With such rising awareness about contagious infections and the importance of maintaining hand hygiene among individuals, the sale of hand sanitizer products in the

healthcare sector has observed a rise.

Retail stores offer substantial revenue-generating opportunities for vendors in the market. They are the major platform for vendors to capture market shares. Handrubs are bought to maintain hand hygiene of customers, thus, people are particular while making buying decisions. Supermarkets and hypermarkets are some of the store options where vendors can sell their products, however, small retail shops or departmental stores can boost sales through better relations with retailers. Reckitt Benckiser's Dettol and Unilever's Lifebuoy are some of the renowned brands, which occupy large shelf spaces. Digital sales have been a relevant contributor to the overall revenue generation due to the high rate of technology adoption across geographies and easy accessibility to the internet and other online sales media. Several key vendors have set up their online portals/websites to sell their products. Albeit a small contributor to the overall market revenue currently, online sales are growing and are expected to become a significant contributor in the coming years owing to the huge digital transformation across the world.

Market Segmentation by Product

Gel-based

Liquid-based

Foam-based

Hand Wipes

Sprays

Market Segmentation by End-user

Healthcare

Hospitality

Residential

Corporate

Government & Military

Education

Market Segmentation by Distribution

Retail

Supermarkets & Hypermarkets

Department Stores & Discounters

Drug Stores

Other Retail

Online

Insights by Vendors

The US hand sanitizer market is currently highly fragmented with many local and international players in the market. The competition is intense. The rapidly changing technological environment could adversely affect vendors as customers expect continual innovations and upgrades in hand hygiene and sanitization products. 3M, GOJO Industries, P&G, Reckitt Benckiser, Unilever, and Vi-Jon are the key leading vendors in the US hand sanitizer market. The market concentration in the US is high. Vendors are using new business models and focusing on developing the portfolio of their establishments to drive growth. The focus is heavily shifting toward the use of natural ingredients in hand sanitizers.

Key Vendors

The 3M Company

GOJO Industries

Procter & Gamble (P&G)

Reckitt Benckiser Group

The Unilever Group

Vi-Jon

Other Prominent Vendors

Bath & Body Works

Best Sanitizers

BODE Chemie

Chattem

Cleenol Group

Deb Group

EcoHydra

Ecolab

Henkel

Kimberly-Clark

Christeyns Food Hygiene

Kutol Products Company

Linkwell

Lion Corporation

Medline Industries

Safetec of America

The Himalaya Drug Company

Vectair Systems

Whiteley Corporation

Zoono Group

Key Market Insights

The analysis of the US hand sanitizer market provides sizing and growth opportunities for the period 2020–2025.

Offers market sizing and growth prospects of the market for the forecast period 2020–2025.

Provides comprehensive insights on the latest industry trends, market forecast, and growth drivers in the market.

Includes a detailed analysis of market growth drivers, challenges, and investment opportunities.

Delivers a complete overview of market segments and the regional outlook of the market.

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key market strategies to gain a competitive advantage in the market.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.2 Base Year

4.3 Scope of The Study

4.3.1 Market Segmentation by Product

4.3.2 Market Segmentation by End-user

4.3.3 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 History of Hand Sanitizer

7.2 Overview

8 IMPACT OF COVID-19

8.1 Expected Spike and Downfall In Demand

8.2 COVID-19 Impact On Global Trade

8.2.1 Impact on Global Value Chain

9 MARKET OPPORTUNITIES & TRENDS

- 9.1 Increasing Influence Of Internet In Shaping End-Users' Purchasing Behavior
- 9.2 Growing Demand For Flavored & Organic Hand Sanitizers
- 9.3 COVID- 19 Pandemic Pushing Consumer Spending On Health And Hygiene

10 MARKET GROWTH ENABLERS

- 10.1 Rise In Number Of Healthcare-Associated Infections
- 10.2 Growth In Promotional Activities
- 10.3 Growing Health Consciousness Among Consumers

11 MARKET RESTRAINTS

- 11.1 Increased Concerns over Toxicity In Hand Sanitizers
- 11.2 Political Turbulences In Key Markets
- 11.3 Increasing Labor Cost And Cost Trade-Offs

12 VALUE CHAIN ANALYSIS

- 12.1 Value Chain Overview
 - 12.1.1 Overview
 - 12.1.2 Value Chain Analysis
 - 12.1.3 Material Suppliers
 - 12.1.4 Manufacturers
 - 12.1.5 Distributors
 - 12.1.6 Retailers
 - 12.1.7 Online Channels
 - 12.1.8 End-users

13 MARKET LANDSCAPE

- 13.1 Market Overview
 - 13.1.1 Historic Data 2016?2018
- 13.2 Pest Analysis
 - 13.2.1 Political
 - 13.2.2 Economic
 - 13.2.3 Social
 - 13.2.4 Technology
- 13.3 Market Size & Forecast

- 13.4 Covid-19 Impact Analysis
- 13.5 Covid-19 Impact On Hand Sanitizer Market
- 13.6 Entry Of Distilleries In Hand Sanitizer Market
- 13.7 Sustainability Of Emergency Entry In Hand Sanitizer Market
- 13.8 Market By Product
 - 13.8.1 Market Size & Forecast
- 13.9 Market By End-Users
 - 13.9.1 Market Size & Forecast
- 13.10 Market by Distribution Channels
 - 13.10.1 Market Size & Forecast
- 13.11 Five Forces Analysis
 - 13.11.1 Threat of New Entrants
 - 13.11.2 Bargaining Power of Suppliers
 - 13.11.3 Bargaining Power of Buyers
 - 13.11.4 Threat of Substitutes
 - 13.11.5 Competitive Rivalry

14 PRODUCT

- 14.1 Market Snapshot & Growth Engine
- 14.2 Market Overview
- 14.3 Gel-Based
 - 14.3.1 Market Size & Forecast
- 14.4 Liquid
 - 14.4.1 Market Size & Forecast
- 14.5 Foam-Based
 - 14.5.1 Market Size & Forecast
- 14.6 Spray
 - 14.6.1 Market Size & Forecast
- 14.7 Hand Wipes
 - 14.7.1 Market Size & Forecast

15 END USER

- 15.1 Market Snapshot & Growth Engine
- 15.2 Market Overview
- 15.3 Healthcare
 - 15.3.1 Market Size & Forecast
- 15.4 Residential

- 15.4.1 Market Size & Forecast
- 15.5 Government & Military
 - 15.5.1 Market Size & Forecast
- 15.6 Hospitality
 - 15.6.1 Market Size & Forecast
- 15.7 Corporate
 - 15.7.1 Market Size & Forecast
- 15.8 Education
 - 15.8.1 Market Size & Forecast

16 DISTRIBUTION CHANNELS

- 16.1 Market Snapshot & Growth Engine
- 16.2 Market Overview
 - 16.2.1 Manufacturing, Production, & Distribution
 - 16.2.2 Distribution through Retail Stores
 - 16.2.3 Distribution through Online Websites

17 COMPETITIVE LANDSCAPE

- 17.1 Competitive Overview

18 KEY COMPANY PROFILES

- 18.1 The 3M Company
 - 18.1.1 Business Overview
 - 18.1.2 Business Segments
 - 18.1.3 The 3M Company in Global Hand Sanitizer Market
 - 18.1.4 Major Product Offerings
 - 18.1.5 Key Strengths
 - 18.1.6 Key Strategies
 - 18.1.7 Key Opportunities
- 18.2 GOJO Industries
 - 18.2.1 Business Overview
 - 18.2.2 Business Segments
 - 18.2.3 GOJO Industries in Global Hand Sanitizer Market
 - 18.2.4 Major Product Offerings
 - 18.2.5 Key Strengths
 - 18.2.6 Key Strategies

- 18.2.7 Key Opportunities
- 18.3 Procter & Gamble (P&G)
 - 18.3.1 Business Overview
 - 18.3.2 Business Segments
 - 18.3.3 P&G in Global Hand Sanitizer Market
 - 18.3.4 Major Product Offerings
 - 18.3.5 Key Strengths
 - 18.3.6 Key Strategies
 - 18.3.7 Key Opportunities
- 18.4 Reckitt Benckiser
 - 18.4.1 Business Overview
 - 18.4.2 Business Segments
 - 18.4.3 Reckitt Benckiser in Global Hand Sanitizer Market
 - 18.4.4 Major Product Offerings
 - 18.4.5 Key Strengths
 - 18.4.6 Key Strategies
 - 18.4.7 Key Opportunities
- 18.5 UNILEVER
 - 18.5.1 Business Overview
 - 18.5.2 Business Segments
 - 18.5.3 Unilever in Global Hand Sanitizer Market
 - 18.5.4 Major Product Offerings
 - 18.5.5 Key Strengths
 - 18.5.6 Key Strategies
 - 18.5.7 Key Opportunities
- 18.6 VI-JON
 - 18.6.1 Business Overview
 - 18.6.2 Business Segments
 - 18.6.3 Vi-Jon in Global Hand Sanitizer Market
 - 18.6.4 Major Product Offerings
 - 18.6.5 Key Strengths
 - 18.6.6 Key Strategies
 - 18.6.7 Key Opportunities

19 OTHER PROMINENT VENDORS

- 19.1 Bath & Body Works
 - 19.1.1 Business Overview
 - 19.1.2 Key Strategies

- 19.2 Best Sanitizers
 - 19.2.1 Business Overview
 - 19.2.2 Key Strategies
- 19.3 Bode Chemie
 - 19.3.1 Business Overview
 - 19.3.2 Key Strategies
- 19.4 Chattem
 - 19.4.1 Business Overview
 - 19.4.2 Key Strategies
- 19.5 Cleenol Group
 - 19.5.1 Business Overview
 - 19.5.2 Key Strategies
- 19.6 DEB Group
 - 19.6.1 Business Overview
 - 19.6.2 Key Strategies
- 19.7 Ecohydra
 - 19.7.1 Business Overview
 - 19.7.2 Key Strategies
- 19.8 Ecolab
 - 19.8.1 Business Overview
 - 19.8.2 Key Strategies
- 19.9 Henkel
 - 19.9.1 Business Overview
 - 19.9.2 Key Strategies
- 19.10 Kimberly-Clark
 - 19.10.1 Business Overview
 - 19.10.2 Key Strategies
- 19.11 Christeyns Food Hygiene
 - 19.11.1 Business Overview
 - 19.11.2 Key Strategies
- 19.12 Kutol Products Company
 - 19.12.1 Business Overview
 - 19.12.2 Key Strategies
- 19.13 Linkwell
 - 19.13.1 Business Overview
 - 19.13.2 Key Strategies
- 19.14 Lion Corporation
 - 19.14.1 Business Overview
 - 19.14.2 Key Strategies

- 19.15 Medline Industries
 - 19.15.1 Business Overview
 - 19.15.2 Key Strategies
- 19.16 Safetec Of America
 - 19.16.1 Business Overview
 - 19.16.2 Key Strategies
- 19.17 The Himalaya Drug Company
 - 19.17.1 Business Overview
 - 19.17.2 Key Strategies
- 19.18 Vectair Systems
 - 19.18.1 Business Overview
 - 19.18.2 Key Strategies
- 19.19 Whiteley Corporation
 - 19.19.1 Business Overview
 - 19.19.2 Key Strategies
- 19.20 Zoono Group
 - 19.20.1 Business Overview
 - 19.20.2 Key Strategies

20 REPORT SUMMARY

- 20.1 Key Takeaways
- 20.2 Strategic Recommendations

21 QUANTITATIVE SUMMARY

- 21.1 US Market
- 21.2 Product
- 21.3 End-Users
- 21.4 Distribution Channels

22 APPENDIX

- 22.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Hand Sanitizer Market in US
- Exhibit 2 Market Size Calculation Approach 2019
- Exhibit 3 Overview of US: Hand Sanitizer Market 2019
- Exhibit 4 Consumer Sentiments on Effectiveness of Hand Sanitizers in Preventing Spread of Coronavirus in US (as of March 31, 2020)
- Exhibit 5 Market Revenue Opportunities Across North America 2025
- Exhibit 6 Hand Sanitizers: Global Market Revenue Opportunities across Geographies 2025
- Exhibit 7 Hand Sanitizers: Global Market Growth Opportunities by Geography 2020
- Exhibit 8 Hand Sanitizer Market CAGR Comparison Across Geographies 2019-2025
- Exhibit 9 Year-over-Year Roadmap for Hand Sanitizer Market in US
- Exhibit 10 COVID-19 Impact on Global Hand Sanitizer Market as of March 2020
- Exhibit 11 Estimated Trade Impact of COVID-19 on Automotive Sector as of February 2020 (\$ million)
- Exhibit 12 Economic Impact of China's Slowdown through Global Value Chains (\$ million)
- Exhibit 13 Impact of Increasing Influence of Internet in Shaping End-Users' Purchasing Behavior
- Exhibit 14 Growing Web-based Offline Retail Sales (%)
- Exhibit 15 Impact of Growing Demand for Flavored & Organic Hand Sanitizers
- Exhibit 16 Impact of COVID 19 Pandemic Pushing Consumer Spending on Health and Hygiene
- Exhibit 17 Expected Change in Consumer Behavior Post COVID-19 Pandemic
- Exhibit 18 Rise in Consumer Expenditure due to COVID-19 (as of March 2020)
- Exhibit 19 Impact of Rise in Number of Healthcare-associated Infections
- Exhibit 20 Economic Impact of HAIs to Hospitals
- Exhibit 21 Impact of Growth in Promotional Activities
- Exhibit 22 Impact of Growing Health Consciousness Among Consumers
- Exhibit 23 Impact of Increased Concerns Over Toxicity in Hand Sanitizers
- Exhibit 24 Exposure to Hand Sanitizers: Number of Reports to Poison Centers in US 2011–Feb 2020
- Exhibit 25 Impact of Political Turbulences in Key Markets
- Exhibit 26 Net Protectionist Measures Implemented in Select European Countries Vis-à-vis Other Countries 2009-2017
- Exhibit 27 Trade Contribution to GDP in Key European Countries

- Exhibit 28 Impact of Increasing Labor Cost and Cost Trade-Offs
- Exhibit 29 Minimum Wages in Various APAC Countries (Approx.)
- Exhibit 30 Value Chain Analysis of Hand Sanitizer Market in US
- Exhibit 31 US: Hand Sanitizer Market Historical Data 2016?2018 (\$ million)
- Exhibit 32 US GDP Growth Rate Changes Q1 2016–Q4 2018
- Exhibit 33 Overview of PEST Analysis: US
- Exhibit 34 US: Hand Sanitizer Market 2019?2025 (\$ million)
- Exhibit 35 Impact Value of Factors Affecting US Hand Sanitizer Market 2019 vs. 2025
- Exhibit 36 COVID-19 Impact on US as of March 2020
- Exhibit 37 US Market Trend Post COVID-19 Outbreak
- Exhibit 38 CAGR Comparison: Hand Soap-and-wash Solutions vis-?-vis Hand Sanitizer Market in US 2019?2025
- Exhibit 39 Quarter-wise US Hand Sanitizer Market Revenue Comparison 2019?2020 (\$ million)
- Exhibit 40 COVID-19 Pandemic Impact in US
- Exhibit 41 Restraints for Big Distilleries to Penetrate Commercial Hand Sanitizer Market
- Exhibit 42 Expected Decline in Hand Sanitizer Market Growth Post COVID-19 in US 2020-2025
- Exhibit 43 Five Forces Analysis 2019
- Exhibit 44 Incremental Growth by Product Type 2019–2025 (Revenue)
- Exhibit 45 US: Hand Sanitizer Market by Product Type: Overview
- Exhibit 46 US: Hand Sanitizer Market by Product Share 2019 & 2025
- Exhibit 47 CAGR Comparison of Hand Sanitizer Market in US by Product Type 2019?2025
- Exhibit 48 Incremental Growth Opportunity across Product Segment in US by 2020
- Exhibit 49 US: Gel-based Hand Sanitizer Market 2019?2025 (\$ million)
- Exhibit 50 Gel-based Hand Sanitizers: Market Growth Opportunity in US by 2020
- Exhibit 51 US: Liquid Hand Sanitizer Market 2019?2025 (\$ million)
- Exhibit 52 Liquid Hand Sanitizers: Market Growth Opportunity in US by 2020
- Exhibit 53 US: Foam-based Hand Sanitizer Market 2019?2025 (\$ million)
- Exhibit 54 Foam-based Hand Sanitizers: Market Growth Opportunity in US by 2020
- Exhibit 55 US: Spray Hand Sanitizer Market 2019?2025 (\$ million)
- Exhibit 56 Spray Hand Sanitizers: Market Growth Opportunity in US by 2020
- Exhibit 57 US: Hand Wipes Market 2019?2025 (\$ million)
- Exhibit 58 Hand Wipes: Market Growth Opportunity in US by 2020
- Exhibit 59 Incremental Growth by Product Segment 2019 & 2025 (Revenue)
- Exhibit 60 US: Hand Sanitizer Market by End-user Type: An Overview
- Exhibit 61 US: Hand Sanitizer Market Share by End-users 2019 and 2025
- Exhibit 62 CAGR Comparison of Hand Sanitizer Market in US by End-user 2019?2025

- Exhibit 63 Incremental Growth Opportunity across End User Segment in US by 2020
- Exhibit 64 US: Hand Sanitizer Market by Healthcare Sector 2019?2025 (\$ million)
- Exhibit 65 US: Hospitals Overview as of March 2020
- Exhibit 66 US: Hand Sanitizer Market by Residential Sector 2019?2025 (\$ million)
- Exhibit 67 Shifting Consumer Perception in US due to COVID-19 Outbreak
- Exhibit 68 US: Hand Sanitizer Market by Government & Military 2019?2025 (\$ million)
- Exhibit 69 US: Hand Sanitizer Market by Hospitality Sector 2019?2025 (\$ million)
- Exhibit 70 US: Hand Sanitizer Market by Corporate Sector 2019?2025 (\$ million)
- Exhibit 71 US: Hand Sanitizer Market by Education 2019?2025 (\$ million)
- Exhibit 72 Incremental Growth by Distribution Channels 2019 & 2025 (Revenue)
- Exhibit 73 Various Distribution Channels of Hand Sanitizers in US
- Exhibit 74 US: Hand Sanitizer Market Share by End-users 2019 and 2025
- Exhibit 75 Incremental Growth Opportunity across Distribution Channel in US by 2020
- Exhibit 76 US: Hand Sanitizer Market by Distribution Channel 2019?2025 (\$ million)
- Exhibit 77 CAGR Comparison of Hand Sanitizer Market in US by Distribution Channel 2019?2025

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2019

Table 3 Hand Sanitizer Market in US by Product Type: Demand Growth for 2020

Table 4 US: Hand Sanitizer Market by Product 2019?2025 (\$ million)

Table 5 US: Hand Sanitizer Market by End-users 2019?2025 (\$ million)

Table 6 US: Hand Sanitizer Market by Distribution Channels 2019?2025 (\$ million)

Table 7 3M: Product Offerings

Table 8 GOJO Industries: Product Offerings

Table 9 P&G: Product Offerings

Table 10 Reckitt Benckiser: Product Offerings

Table 11 Unilever: Product Offerings

Table 12 Vi-Jon: Product Offerings

Table 13 US: Hand Sanitizer Market 2019?2025 (\$ million)

Table 14 Product Segment by US Market 2019?2025 (\$ million)

Table 15 End-user Segmentation in US Market 2019?2025 (\$ million)

Table 16 US: Hand Sanitizer Market by Distribution Channels 2019?2025 (\$ million)

I would like to order

Product name: Hand Sanitizer Market in US - Industry Outlook and Forecast 2020-2025

Product link: <https://marketpublishers.com/r/HB18FCF5C13BEN.html>

Price: US\$ 2,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HB18FCF5C13BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970