

Global Laundry Sanitizer Market Size study, by Product Type (Scented, Plain), and Regional Forecasts 2021-2027

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Abstracts

Global Laundry Sanitizer Market is valued approximately at USD 34.1 million in 2020 and is anticipated to grow with a healthy growth rate of more than 2.6% over the forecast period 2021-2027. Laundry sanitizer is used while washing clothes to remove germs and provide protection from any kind of infections. The global Laundry Sanitizer market is being driven by growing awareness towards personal hygiene and rise in prevalence of infectious diseases, for instance the spread of covid-19 disease has necessitated the use of laundry sanitizer as there has been rise in incidences of covid-19 cases from 4,92351 cases as of march 2021 which increases to about 8,00,000 cases in April 2021 Furthermore, considering the change in consumer lifestyles and rise in usage of hygiene cares products has created increase in demand for natural laundry care products, will provide new opportunities for the global Laundry Sanitizer industry. For instance, as per the report of year 2018 of American Cleaning Institute, the cleaning product companies has ramped up production, thereby increasing sales of sanitizers by about 60%. As a result, increase in production and sales of laundry cleaning products, will serve as a catalyst for the Laundry Sanitizer industry in the future. However, health risks associated with laundry sanitizers, may impede market growth over the forecast period of 2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key regions considered for the regional analysis of global laundry sanitizer market. rise in disposable income and an increase in the cases of COVID-19 makes the Asia Pacific the leading region across the world in terms of market share. Whereas Asia pacific is also anticipated to exhibit the highest growth rate / CAGR over the forecast period 2021-2027, due to rise in residential construction, coupled with the growth of the urban population in the region.

Major market player included in this report are:

Reckitt Benckiser Group Plc
Unilever
Procter & Gamble
Church & Dwight Co. Inc.
ITC Ltd
Micro Balance Health Products
The Clorox Company
Dabur India Ltd.
Cosmo Films Ltd.
Spectrum Brands Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Scented
Plain

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Laundry Sanitizer Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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