

# **Global Personal Hygiene Market Size study, by Product Type (Soaps, Hand Sanitizers, Bath and Shower Products, Face Care Products and Other Products), by Gender (Unisex, Male, Female), by Distribution Channel (Retail Pharmacies, Hospital-Based Pharmacies, Supermarkets, and E-commerce), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Personal Hygiene Market is valued approximately at USD xx Billion in 2020 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2021-2027. The global Personal Hygiene market is being driven by surge in the emergence of new infectious diseases. For instance, occurrence of infectious covid-19 in the year 2019 all around the world. The other driving factor for the market is the increase in the adoption of new strategies by the related companies. For instance, in June 2021, Pee Safe Company raised USD 250 Million in a Pre-Series B round to accelerate R&D and product launches with respect to feminine hygiene and wellness. Furthermore, the growing awareness for the hygienic products, rising favorable government initiatives to promote personal hygiene and expanding ability and willingness to purchase these products due to rise in personal income will provide new opportunities for the global Personal Hygiene industry. However, presence of organic and chemical free personal care products may impede market growth over the forecast period of 2021-2027.

The key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World are analyzed for the regional analysis of the global Personal Hygiene Market. Asia Pacific is the leading region across the world in terms of market share and is anticipated to exhibit the highest CAGR over the forecast period 2021-2027 due to

growing population, increasing awareness campaigns by the government and private organizations and enhanced standards of living have stimulated product demand in the region.

Major market player included in this report are:

3M

Johnson & Johnson

Unilever

P&G

Syndy Pharma

Colgate-Palmolive Company

B. Braun Melsungen

HARTMANN

Kimberly-Clark Corporation

Reckitt Benckiser Group

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:

Soaps

Hand Sanitizers

Bath and Shower Products

Face Care Products

Other Products

By Gender:

Unisex

Male

Female

By Distribution Channel:

Retail Pharmacies

Hospital-Based Pharmacies

Supermarkets

E-commerce

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 Personal Hygiene 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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