

# Global Smartphone Sanitizer Market Size study, by Product Type (Phone-cleaning Wipes, Microfiber Cleaning Stickers, Phone Sanitizing Devices) by distribution channel (online, offline) and Regional Forecasts 2021-2027

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## Abstracts

Global Smartphone Sanitizer Market is valued at approximately USD 117.5 million in 2020 and is anticipated to grow with a healthy growth rate of more than 11.8% % over the forecast period 2021-2027. Smartphone sanitizers are products that are used to disinfect smartphones and electronics surfaces, as they are vulnerable to catch and hold viruses and bacteria. It comes in a variety of forms such as wipes and UV sanitizers to prevent outbreak of germs, the disinfectant targets dusts, microorganisms and debris. Increasing usage of smartphones and threat of them being a hot bed for germs is expected to fuel the Smartphone Sanitizer Market. Increased need of sanitizing phones due to Covid-19 is also propelling the market growth. For instance, in 2017, 67.3% of the U.S. population used a smart phone, which increased 72.7% by 2021. Moreover, several key players are taking strategic initiatives to expand their presence in the market for instance

- In April 2020, Totallee launched UV Phone Sanitizer, that used UVC and UVB rays in order to kill germs and bacteria. It is provided with a wireless charger, 7.5W for iPhones and 10W for Samsung phones.
- In June, 2020, CASETiFY launched a novel sanitizing device, UV Sanitizer Lite, that used four built-in mercury-free lamps producing UV-C light that helps in killing 99.9% bacteria and germs over phone surface.

However, adverse effects on smartphones may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global Smartphone Sanitizer Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World (ROW). North America is expected to lead the market by holding largest share in the global market of 40% during the forecast period. The responsible factor is expected to be the increasing adoption rate of Smartphones in the region. Another major driver for the growth of the market in region is the growing awareness about cleaning and disinfecting electronics such as smartphones and tablets. However, the Asia-Pacific is estimated to follow North America, being second largest market for the Smartphone Sanitizers due to the increasing need to inhibit the spread of the Covid -19 pandemic , this can boost the regional market for smartphone sanitizers.

Major market player included in this report are:

PhoneSoap  
CleanSlate UV .  
CASETiFY  
Lexon  
HoMedics USA LLC  
DigiMore Electronics  
The Clorox Company  
Pristine Screens LLC  
Shenzhen Leadingplus Electronics  
Totallee

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:

Phone-cleaning Wipes  
Microfiber Cleaning Stickers  
Phone Sanitizing Devices

By Distribution Channel:

Online  
Offline

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 Smartphone 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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