

# Global Hygiene Products Market Outlook to 2027

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## Abstracts

Hygiene products primarily consist of feminine hygiene, baby care, oral care, and hands & body care. It conducts electricity and is used in making electrodes, paints, batteries, lead of pencils, etc. According to BlueQuark Research & Consulting, the global Hygiene Products market is expected to witness a significant growth rate during the forecast period. An increasing number of contagious diseases and global attacks of pandemics and epidemics are expected to drive the market in the forecasted period. Moreover, rising awareness of female hygiene is expected to escalate the market further. However, environmental degradation concerns related to disposable sanitary pads & diapers, along with a decline in water quality due to extensive use of surfactants-based hand washes, might hinder the market growth in the near future.

According to the World Health Organization, infectious diseases kill more than 17 million people in a year, and 30 new diseases have emerged worldwide in the last 20 years. Outbreaks of contagious diseases such as Covid-19, SARS, Ebola, etc., together with typical hospital-acquired infections like sepsis, are killing many people yearly. The ease of world travel adds another set of infectious diseases combined with an aging population that is more prone to these diseases. Economists and futurists predict that by the year 2050, infectious diseases will be the number one killer globally, surpassing heart disease. The various pathogens, such as viruses, bacteria, fungi, and parasites, are evolving continuously, causing multiple diseases and requiring technologically advanced significant measures to cope with them. The shortage of healthcare resources, lack of sanitation, and population compactness lead to increased infectious diseases.

According to the Centers for Disease Control and Prevention (CDC), hygiene products such as hand washes and sanitizers are recommended to be used in prevention and exposure to contagious diseases. Infectious diseases like Covid-19 can be caused by contact with contaminated surfaces and then touching facial areas. Minimizing this risk

is critical because the Covid-19 virus can live on plastic and steel surfaces for up to three days. In epidemics of highly infectious diseases, healthcare workers are at a much higher risk of infection than the general population due to their contact with patients' contaminated body fluids. Hand and body care hygiene products can curb the spread of the infectious agent or body fluid by killing the pathogens, thus creating a barrier between the worker and the infectious material. Failure to perform appropriate hand hygiene is considered the leading cause of healthcare-associated infections and the spread of multi-resistant organisms.

PEZ and Brush Buddies collaborated on the Brush Buddies PEZ Poppin' toothbrush collection for kids, which takes inspiration from the mechanics of an iconic PEZ dispenser. These brushes are topped with the head of a playful character from pop culture and boast sanitary caps in the shape of Peppa Pig, PEZ Emoji characters, and more to encourage the habit of brushing in kids. The companies in the sector are also leaning towards cleaner hygiene products, primarily in the baby care segment. BODY'minute introduced BABY'minute as a line of clean baby care products for its consumers. These new products from the brand are made without phenoxyethanol, parabens, mineral oil, coloring, allergenic substances, silicon, and other undesirable ingredients.

The global Hygiene Products Market is segmented on the basis of Type. The type segment is further segmented as Feminine, Bath & Shower, Hand Care, Oral, Baby Care, and Others. Among various types, hand hygiene products are expected to dominate the market share in the near future, mainly due to the coronavirus pandemic. Feminine hygiene products and baby care products are also expected to proliferate due to changes in lifestyle, increasing population, rise in disposable income, and increasing women workforce.

Feminine hygiene products are personal care products used to maintain vaginal cleanliness. A large section of these products consists of menstrual hygiene products such as sanitary pad, tampons, etc. Globally, feminine hygiene products are a massive industry, accounting for nearly USD 20 billion. In Western Europe, sanitary towels make up approximately 45% of feminine hygiene products sold in a year. Increasing awareness of female hygiene and health and government initiatives and awareness campaigns are the major factors leading to an increase in feminine hygiene product consumption. Awareness campaigns such as Menstrual Hygiene Day observed on 28th May worldwide are helping raise awareness in low-income developing countries about the use of hygiene products. The campaign was started by a German-based NGO, WASH United, in 2014.

Globally, at least 500 million women and girls lack proper access to menstrual hygiene facilities. The situations are worse in countries of Asia and Africa. There are over 120 million menstruating women and girls in India that face uncomfortable and undignified experience with menstrual hygiene management. The UNICEF launched a week-long campaign called #RedDotChallenge to ensure all girls manage their menstruation hygiene and safety. Moreover, The Ministry of Health and Family Welfare in India introduced a scheme for promoting menstrual hygiene among adolescent girls in the age group of 10-19 years in rural areas. The scheme consists of awareness coupled with cost-based incentives for hygiene products. At the scheme's implementation in 107 selected districts of 17 States, a pack of six sanitary napkins called 'Freedays' was provided to rural adolescent girls for INR 6. Lack of menstrual hygiene after a baby's birth can also impact the mother's health, leading to issues such as urinary tract infection (UTI) and reproductive tract infections (RTIs). Many new advancements and innovations are being made in the segment with new technologies. For instance, Nannopad is a multitasking pad that contains micro-sized 'nanoparticles' that are said to help with circulation and ultimately lead to less discomfort. Similarly, Looncup is a 'smart' menstrual cup that can be paired with a smartphone via Bluetooth. Looncup tracks fluid color and analyzes the cycle to compare month over month via an app to detect early symptoms of issues like uterine fibroids or early menopause.

Based on geography, the global Hygiene Products Market is segmented into the Asia Pacific region, North America, South America, Europe, and Middle East & Africa. North America is expected to be the dominant market shareholder region-wise due to higher awareness of personal hygiene and feminine hygiene.

The United States is the world's largest market economy. The country's GDP decreased at an annual rate of 5% in the first quarter and 9.5% in the second quarter of 2020 due to the ongoing coronavirus pandemic. In the United States, the personal care industry is attaining new heights with every passing year. On average, women in the country use 12 personal care products every day, whereas men use six products. In 2018, nearly 6 billion tampons were sold in the country, and over the course of a lifetime, a single menstruator uses somewhere between 5 and 15 thousand pads and tampons. Cost-based incentives and tax reductions are also initiated by many parts of the country on female hygiene products. Of the 45 states that apply sales tax, nine have exempted the sales tax on tampons that consists of Connecticut, Florida, Illinois, Maryland, Massachusetts, Minnesota, New Jersey, New York, and Pennsylvania.

The increase in the Covid-19 pandemic has boosted the hygiene product market to a

great extent. The Covid-19 outbreak has generated massive awareness regarding the personal hygiene products market in the region. Even before Covid-19 hit the United States, 60% of Americans were overly concerned about catching the flu. Nearly 64% of Americans believe that hand washing is more effective in removing germs than hand sanitizer. Nearly 89% of Americans in the workforce consciously take steps to avoid the germs of sick co-workers or colleagues by washing hands more frequently. More than 80% of the population enjoys good oral health in the country by brushing teeth twice a day with fluoride toothpaste, cleaning between teeth once a day with floss or another interdental cleaner, replacing toothbrushes every three or four months, and eating a balanced diet which is likely to drive the feminine hygiene products market in the region. The number of babies born in the country hit the lowest level in more than three decades in 2019, continuing a five-year downward trend. According to the Centers for Disease Control and Prevention, notable birth and population measures reached record lows in 2019. For instance, American women are projected to have about 1.71 children over their lifetimes, down 1% from 2018 and below the rate of 2.1 needed to exactly replace a generation. The downward decline in the baby population is going to affect the market for baby care hygiene products in the country.

The market for hygiene products is fragmented with multiple small and large-scale companies. Major players in the market were found to be Procter and Gamble, Unicharm Corporation, Johnson & Johnson, and Kimberly-Clark Corporation, among others.

On 8th Jan 2020, Xylem launched a new multi-disciplinary center for water, wastewater, and energy technologies at the company's regional headquarters in Singapore. Located at ICON@IBP, the expanded headquarters brings the company's regional R&D capability into a new Xylem Technology Hub Singapore (XTHS)

Global Hygiene Products Market report provides deep insight into the current and future Hygiene Products market state across various regions. The study comprehensively analyzes the Hygiene Products market by segments based on Type (Feminine, Bath & Shower, Hand Care, Oral, Baby Care, and Others), and Geography (Asia-Pacific, North America, Europe, South America, and Middle-East and Africa). The report examines the market drivers and restraints, along with the impact of Covid-19 are influencing the market growth in detail. The study covers & includes emerging market trends, market developments, market opportunities, market size, market analysis, market dynamics, and challenges in the industry. This report also covers extensively researched competitive landscape sections with profiles of major companies including their market share and projects.

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