

Global Health & Hygiene Market: Analysis By Category (Personal Care and Tissue), By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027

<https://marketpublishers.com/r/GC6281208733EN.html>

Date: September 2022

Pages: 164

Price: US\$ 2,350.00 (Single User License)

ID: GC6281208733EN

Abstracts

In the context of living a healthy life, the phrases health and cleanliness are synonymous. Health is a state of complete physical and mental well-being. A healthy individual is physically and psychologically fit. Hygiene refers to practices or behaviors that promote good health and a clean environment. In 2021, the global health & hygiene market was valued at US\$157.57 billion, and is probable to reach US\$205.19 billion by 2027. Increasing penetration of hygienic and health products such as soaps, sanitizers, etc., along with rising concerns about hygiene and growing consciousness about health, would impact demand for health & hygiene products in the coming years. The health & hygiene market is projected to grow at a CAGR of 4.50%, during the forecast period of 2022-2027.

Market Segmentation Analysis:

By Category: The report splits the global health & hygiene market into two categories: Personal Care and Tissue. Personal care segment is further segmented into Baby care, Feminine care, Medical Solutions and Incontinence Products. Tissue segment is further segmented into Consumer tissue and Professional hygiene. Tissue segment held more than half of the market share in 2021, due to the growing awareness among consumers related to health & hygiene, flourishing tourism and hospitality industry along with the rising disposable incomes and improving living standards.

By Region: According to this report, the global health & hygiene market can be divided into five major regions: Asia Pacific (China, Japan, India, Australia and Rest of Asia

Pacific), North America (The US, Canada and Mexico), Europe (Germany, UK, France, Italy, Spain and Rest of Europe), Latin America and Middle East and Africa. The Asia Pacific health & hygiene market enjoyed the market share of 35% in 2021, primarily owing to rising concerns about hygiene along with increasing penetration of hygienic and health products such as soaps, sanitizers, etc., and technological advancements & innovations in personal hygiene products.

While China continues to be a prominent region of Asia Pacific health & hygiene market, accounting for rise in awareness regarding the benefits of maintaining cleanliness and personal hygiene, surge in disposable income, and increase in likelihood of epidemic or pandemic outbreaks.

Global Health & Hygiene Market Dynamics:

Growth Drivers: Elderly population is more prone to illness due to low immunity levels and high recovery time. Some medical disorders are likely to take place at the later stage of age, which results in greater demand for hygiene and health solutions and offering growth opportunities for the operating key players in the market. Further, the market is expected to increase due to surging millennial spending, accelerating growth rates of infectious diseases, upsurge in healthcare expenditure, rising disposable income, etc.

Challenges: There is a lack of recent, reliable information on the condition of existing hygiene infrastructure and practices, including whether or not the infrastructure are actually functioning or benefits of some hygiene practices. This makes needs and demands, particularly in remote rural areas frequently unknown, making the task of setting implementation priorities more difficult. The other challenge that health & hygiene market face is impact of feminine hygiene products on the environment, etc.

Trends: A major trend gaining pace in health & hygiene market is emergence of various pandemic diseases. Pandemics are large-scale outbreaks of an infectious disease. The likelihood of pandemics has increased over the past century because of increased global travel and integration, urbanization, changes in land use and greater exploitation of the natural environment. Consequently, emergence of various pandemic diseases is posing a lucrative opportunity for the growth of the global health and hygiene market. More trends in the market are believed to augment the growth of health & hygiene market during the forecasted period include escalating wellness tourism, emergence of various pandemic diseases, growing importance of sustainability, etc.

Impact Analysis of COVID-19 and Way Forward:

The pandemic had a positive impact on several healthcare-related markets, including the health and hygiene market. Because of the pandemic, people became more concerned about their health, which accelerated the development of products that improved the health of customers, such as personal care, tissue, baby care, feminine care, and so on, resulting in the growth of the health & hygiene market. The market is further expected to grow in the future as a result of trends such as increased penetration of health and hygiene products, among others. Companies and investors are investing heavily to cater to the burgeoning market, and while the turmoil of COVID-19 may fade with time, improvements in lifestyle and understanding of sanitary measures will only gain traction.

Competitive Landscape and Recent Developments:

The health & hygiene market is majorly concentrated with the presence of a few number of players dominating worldwide. Key players of the health & hygiene market are:

Johnson & Johnson Ltd.

Procter & Gamble Corporation

Bayer AG

Kimberly-Clark Corporation

Essity AB

Unicharm Corporation

Hindustan Unilever Ltd.

Henkel AG & Co. KGaA

Kao Corporation

Church & Dwight CO., Inc.

Colgate-Palmolive

The key players are constantly investing in strategic initiatives, such as new product launches, introducing their products to emerging markets and more, to maintain a competitive edge in this market. In March 2020, Hindustan Unilever Limited announced plans to acquire VWash, a female intimate hygiene products brand from Glenmark Pharmaceuticals Ltd. Also, in September 2021, Coty Inc., a prominent beauty and body care company, announced the launch of Kylie Baby, a gentle, safe, and conscious baby care range by Kylie Jenner.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Health & Hygiene: An Overview

2.1.1 Main Causes of Health & Hygiene Problems

2.1.2 Health & Hygiene Segmentation

3. GLOBAL MARKET ANALYSIS

3.1 Global Health & Hygiene Market: An Analysis

3.1.1 Global Health & Hygiene Market: An Overview

3.1.2 Global Health & Hygiene Market by Value

3.1.3 Global Health & Hygiene Market by Category (Tissue and Personal Care)

3.1.4 Global Health & Hygiene Market by Region (Asia Pacific, North America, Europe, Latin America and Middle East and Africa)

3.2 Global Health & Hygiene Market: Category Analysis

3.2.1 Global Health & Hygiene Market by Category: An Overview

3.2.2 Global Personal Care Health & Hygiene Market by Value

3.2.3 Global Personal Care Health & Hygiene Market by Product (Baby Care, Feminine Care, Medical Solutions and Incontinence Products)

3.2.4 Global Baby Care Health & Hygiene Market by Value

3.2.5 Global Feminine Care Health & Hygiene Market by Value

3.2.6 Global Medical Solutions Health & Hygiene Market by Value

3.2.7 Global Incontinence Products Health & Hygiene Market by Value

3.2.8 Global Tissue Health & Hygiene Market by Value

3.2.9 Global Tissue Health & Hygiene Market by Type (Consumer Tissue and Professional Hygiene)

3.2.10 Global Consumer Tissue Health & Hygiene Market by Value

3.2.11 Global Professional Hygiene Health & Hygiene Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 Asia Pacific Health & Hygiene Market: An Analysis

4.1.1 Asia Pacific Health & Hygiene Market: An Overview

4.1.2 Asia Pacific Health & Hygiene Market by Value

4.1.3 Asia Pacific Health & Hygiene Market by Category (Personal Care and Tissue)

- 4.1.4 Asia Pacific Personal Care Health & Hygiene Market by Value
- 4.1.5 Asia Pacific Tissue Health & Hygiene Market by Value
- 4.1.6 Asia Pacific Health & Hygiene Market by Region (China, Japan, India, Australia and Rest of Asia Pacific)
- 4.1.7 China Health & Hygiene Market by Value
- 4.1.8 Japan Health & Hygiene Market by Value
- 4.1.9 India Health & Hygiene Market by Value
- 4.1.10 Australia Health & Hygiene Market by Value
- 4.1.11 Rest of Asia Pacific Health & Hygiene Market by Value
- 4.2 North America Health & Hygiene Market: An Analysis
 - 4.2.1 North America Health & Hygiene Market: An Overview
 - 4.2.2 North America Health & Hygiene Market by Value
 - 4.2.3 North America Health & Hygiene Market by Category (Tissue and Personal Care)
 - 4.2.4 North America Personal Care Health & Hygiene Market by Value
 - 4.2.5 North America Tissue Health & Hygiene Market by Value
 - 4.2.6 North America Health & Hygiene Market by Region (The US, Canada and Mexico)
 - 4.2.7 The US Health & Hygiene Market by Value
 - 4.2.8 Canada Health & Hygiene Market by Value
 - 4.2.9 Mexico Health & Hygiene Market by Value
- 4.3 Europe Health & Hygiene Market: An Analysis
 - 4.3.1 Europe Health & Hygiene Market: An Overview
 - 4.3.2 Europe Health & Hygiene Market by Value
 - 4.3.3 Europe Health & Hygiene Market by Category (Tissue and Personal Care)
 - 4.3.4 Europe Personal Care Health & Hygiene Market by Value
 - 4.3.5 Europe Tissue Health & Hygiene Market by Value
 - 4.3.6 Europe Health & Hygiene Market by Region (Germany, UK, France, Italy, Spain and Rest of Europe)
 - 4.3.7 Germany Health & Hygiene Market by Value
 - 4.3.8 UK Health & Hygiene Market by Value
 - 4.3.9 France Health & Hygiene Market by Value
 - 4.3.10 Italy Health & Hygiene Market by Value
 - 4.3.11 Spain Health & Hygiene Market by Value
 - 4.3.12 Rest of Europe Health & Hygiene Market by Value
- 4.4 Latin America Health & Hygiene Market: An Analysis
 - 4.4.1 Latin America Health & Hygiene Market: An Overview
 - 4.4.2 Latin America Health & Hygiene Market by Value
- 4.5 Middle East and Africa Health & Hygiene Market: An Analysis

- 4.5.1 Middle East and Africa Health & Hygiene Market: An Overview
- 4.5.2 Middle East and Africa Health & Hygiene Market by Value

5. IMPACT OF COVID-19

- 5.1 Impact of COVID-19 on Health & Hygiene Market
 - 5.1.1 Impact of COVID-19 on Health & Hygiene
 - 5.1.2 Upsurge in Health & Wellness E-Commerce Sales
 - 5.1.3 Growth in Government Spending on Healthcare
 - 5.1.4 Rise in Health & Hygiene Product Usage
 - 5.1.5 Post COVID-19 Impact

6. MARKET DYNAMICS

- 6.1 Growth Drivers
 - 6.1.1 Increasing Geriatric Population
 - 6.1.2 Surging Millennial Spending
 - 6.1.3 Accelerating Growth Rates of Infectious Diseases
 - 6.1.4 Upsurge in Healthcare Expenditure
 - 6.1.5 Rising Disposable Income
- 6.2 Challenges
 - 6.2.1 Lack of Knowledge about Hygiene in Emerging Countries
 - 6.2.2 Impact of Feminine Hygiene Products on the Environment
- 6.3 Market Trends
 - 6.3.1 Escalating Wellness Tourism
 - 6.3.2 Emergence of Various Pandemic Diseases
 - 6.3.3 Growing Importance of Sustainability

7. COMPETITIVE LANDSCAPE

- 7.1 Global Professional Hygiene Players by Market Share
- 7.2 North America Professional Hygiene Players by Market Share
- 7.3 Europe Professional Hygiene Players by Market Share

8. COMPANY PROFILES

- 8.1 Johnson & Johnson Ltd.
 - 8.1.1 Business Overview
 - 8.1.2 Operating Segments

- 8.1.3 Business Strategy
- 8.2 Procter & Gamble Corporation
 - 8.2.1 Business Overview
 - 8.2.2 Operating Segments
 - 8.2.3 Business Strategy
- 8.3 Bayer AG
 - 8.3.1 Business Overview
 - 8.3.2 Operating Segment
 - 8.3.3 Business Strategy
- 8.4 Kimberly-Clark Corporation
 - 8.4.1 Business Overview
 - 8.4.2 Operating Segments
 - 8.4.3 Business Strategy
- 8.5 Essity AB
 - 8.5.1 Business Overview
 - 8.5.2 Operating Segments
 - 8.5.3 Business Strategy
- 8.6 Unicharm Corporation
 - 8.6.1 Business Overview
 - 8.6.2 Operating Segments
 - 8.6.3 Business Strategy
- 8.7 Hindustan Unilever Ltd.
 - 8.7.1 Business Overview
 - 8.7.2 Operating Segments
 - 8.7.3 Business Strategy
- 8.8 Henkel AG & Co. KGaA
 - 8.8.1 Business Overview
 - 8.8.2 Operating Segments
 - 8.8.3 Business Strategy
- 8.9 Kao Corporation
 - 8.9.1 Business Overview
 - 8.9.2 Operating Segments
 - 8.9.3 Business Strategy
- 8.10 Church & Dwight CO., Inc.
 - 8.10.1 Business Overview
 - 8.10.2 Operating Segments
 - 8.10.3 Business Strategy
- 8.11 Colgate-Palmolive
 - 8.11.1 Business Overview

8.11.2 Operating Regions

List Of Figures

LIST OF FIGURES

- Figure 1: Main Causes of Health & Hygiene Problems
- Figure 2: Health & Hygiene Segmentation
- Figure 3: Global Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 4: Global Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 5: Global Health & Hygiene Market by Category; 2021 (Percentage, %)
- Figure 6: Global Health & Hygiene Market by Region; 2021 (Percentage, %)
- Figure 7: Global Personal Care Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 8: Global Personal Care Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 9: Global Personal Care Health & Hygiene Market by Product; 2021 (Percentage, %)
- Figure 10: Global Baby Care Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 11: Global Baby Care Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 12: Global Feminine Care Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 13: Global Feminine Care Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 14: Global Medical Solutions Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 15: Global Medical Solutions Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 16: Global Incontinence Products Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 17: Global Incontinence Products Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 18: Global Tissue Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 19: Global Tissue Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 20: Global Tissue Health & Hygiene Market by Type; 2021 (Percentage, %)
- Figure 21: Global Consumer Tissue Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 22: Global Consumer Tissue Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 23: Global Professional Hygiene Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 24: Global Professional Hygiene Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 25: Asia Pacific Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 26: Asia Pacific Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 27: Asia Pacific Health & Hygiene Market by Category; 2021 (Percentage, %)

Figure 28: Asia Pacific Personal Care Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 29: Asia Pacific Personal Care Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 30: Asia Pacific Tissue Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 31: Asia Pacific Tissue Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 32: Asia Pacific Health & Hygiene Market by Region; 2021 (Percentage, %)

Figure 33: China Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 34: China Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 35: Japan Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 36: Japan Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 37: India Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 38: India Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 39: Australia Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 40: Australia Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 41: Rest of Asia Pacific Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 42: Rest of Asia Pacific Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 43: North America Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 44: North America Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 45: North America Health & Hygiene Market by Category; 2021 (Percentage, %)

Figure 46: North America Personal Care Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 47: North America Personal Care Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

Figure 48: North America Tissue Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)

Figure 49: North America Tissue Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)

- Figure 50: North America Health & Hygiene Market by Region; 2021 (Percentage, %)
- Figure 51: The US Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 52: The US Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 53: Canada Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 54: Canada Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 55: Mexico Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 56: Mexico Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 57: Europe Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 58: Europe Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 59: Europe Health & Hygiene Market by Category; 2021 (Percentage, %)
- Figure 60: Europe Personal Care Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 61: Europe Personal Care Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 62: Europe Tissue Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 63: Europe Tissue Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 64: Europe Health & Hygiene Market by Region; 2021 (Percentage, %)
- Figure 65: Germany Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 66: Germany Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 67: UK Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 68: UK Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 69: France Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 70: France Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 71: Italy Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 72: Italy Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 73: Spain Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 74: Spain Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 75: Rest of Europe Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 76: Rest of Europe Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 77: Latin America Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 78: Latin America Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 79: Middle East and Africa Health & Hygiene Market by Value; 2017-2021 (US\$ Billion)
- Figure 80: Middle East and Africa Health & Hygiene Market by Value; 2022-2027 (US\$ Billion)
- Figure 81: The US Health & Wellness E-Commerce Sales; 2018-2020 (Percentage, %)
- Figure 82: Global Government Share on Health Spending; 2019-2024 (Percentage, %)
- Figure 83: The US Online Sales Growth of Health & Hygiene Products, by Category; 2019-2020 (Percentage, %)

- Figure 84: Global Population 65 Years and Above; 2017-2021 (Million)
- Figure 85: Global Annual Aggregate Income of Millennial; 2020-2035 (US\$ Trillion)
- Figure 86: Global Growth Rate of Infectious Diseases; 2017-2022 (Percentage, %)
- Figure 87: Global Healthcare Expenditure Based on Future of Health Trends; 2019-2040 (US\$ Trillion)
- Figure 88: Global GNI per Capita; 2016-2020 (US\$ Million)
- Figure 89: Global Wellness Tourism Market Forecast; 2020 & 2027 (US\$ Billion)
- Figure 90: Global Professional Hygiene Players by Market Share; 2021 (Percentage, %)
- Figure 91: North America Professional Hygiene Players by Market Share; 2021 (Percentage, %)
- Figure 92: Europe Professional Hygiene Players by Market Share; 2021 (Percentage, %)
- Figure 93: Johnson & Johnson Ltd. Sales by Segments; 2021 (Percentage, %)
- Figure 94: Procter & Gamble Corporation Sales by Segments; 2022 (Percentage, %)
- Figure 95: Bayer AG Net Sales by Segment; 2021 (Percentage, %)
- Figure 96: Kimberly-Clark Corporation Net Sales by Segments; 2021 (Percentage, %)
- Figure 97: Essity AB Net Sales by Segments; 2021 (Percentage, %)
- Figure 98: Unicharm Corporation Net Sales by Segments; 2021 (Percentage, %)
- Figure 99: Hindustan Unilever Ltd. Revenue by Segments, 2022 (Percentage, %)
- Figure 100: Henkel AG & Co. KGaA Sales by Segments; 2021 (Percentage, %)
- Figure 101: Kao Corporation Net Sales by Segments; 2021 (Percentage, %)
- Figure 102: Church & Dwight CO., Inc. Net Sales by Segments; 2021 (Percentage, %)
- Figure 103: Colgate-Palmolive Revenue by Regions; 2022 (Percentage, %)

I would like to order

Product name: Global Health & Hygiene Market: Analysis By Category (Personal Care and Tissue), By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027

Product link: <https://marketpublishers.com/r/GC6281208733EN.html>

Price: US\$ 2,350.00 (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/GC6281208733EN.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

