

# Global Personal Hygiene Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Personal Hygiene market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Personal hygiene can be defined as an act of maintaining cleanliness and grooming of the external body. Maintaining good personal hygiene consists of bathing, washing your hands, brushing teeth and sporting clean clothing. Additionally, it is also about making safe and hygienic decisions when you are around others.

The increasing demand for Personal Hygiene drives the market. People awareness toward importance of hygiene, prevention of epidemic, rising disposable income, grooming, and beauty are main factors contributing to growth of market. Failure to keep up a standard of hygiene can have many implications. Not only is there an increased risk of getting an infection or illness, but there are many social and psychological aspects that can be affected. Poor personal hygiene can have significant implications on the success of job applications or the chance of promotion; no company want to be represented by someone who does not appear to be able to look after themselves. Children should be taught the importance of hygiene as early as possible, with Oral Care, washing, toilet hygiene and hair care being taught as part of everyday routines. India personal hygiene market size was estimated to grow over the forecast period. North America and Europe are expected to account for a large combined share in the market throughout the forecast period.

The Global Info Research report includes an overview of the development of the Personal Hygiene industry chain, the market status of Online (Soap, Anti-Perspirants &

Deodorants), Offline (Soap, Anti-Perspirants & Deodorants), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Personal Hygiene.

Regionally, the report analyzes the Personal Hygiene markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Personal Hygiene market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Personal Hygiene market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Personal Hygiene industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Soap, Anti-Perspirants & Deodorants).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Personal Hygiene market.

**Regional Analysis:** The report involves examining the Personal Hygiene market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Personal Hygiene market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Personal Hygiene:

**Company Analysis:** Report covers individual Personal Hygiene manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Personal Hygiene. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online, Offline).

**Technology Analysis:** Report covers specific technologies relevant to Personal Hygiene. It assesses the current state, advancements, and potential future developments in Personal Hygiene areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Personal Hygiene market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Personal Hygiene market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Soap

Anti-Perspirants & Deodorants

Bath & Shower Products

### Market segment by Application

Online

Offline

#### Major players covered

Unilever

Johnson & Johnson

Carrefour

Reckitt Benckiser Group

Auchan

Publix

Costco

Helen of Troy

Proctor & Gamble Company

Kroger

Colgate-Palmolive Company

#### Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Personal Hygiene product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Personal Hygiene, with price, sales, revenue and global market share of Personal Hygiene from 2019 to 2024.

Chapter 3, the Personal Hygiene competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Personal Hygiene breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Personal Hygiene market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Personal Hygiene.

Chapter 14 and 15, to describe Personal Hygiene sales channel, distributors, customers, research findings and conclusion.

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