

Antibacterial Products Market Size, Share & Trends Analysis Report By Product (Hand Soaps, Body Wash), By Distribution Channel (Hypermarkets & Supermarkets, Online), By Region (APAC, MEA), And Segment Forecasts, 2021 - 2028

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Abstracts

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Antibacterial Products Market Growth & Trends

The global antibacterial products market size is expected to reach USD 32.36 billion by 2028, registering a CAGR of 2.3% over the forecast period, according to a new report by Grand View Research, Inc. The demand for skincare and hygiene products with antibacterial and antiseptic properties is gaining popularity owing to the shifting consumer inclination towards personal hygiene and wellness. The COVID-19 pandemic has reinforced the significance of regular sanitizing and cleaning practices among consumers to prevent disease-causing germs and is among the prominent factors driving the market.

Increasing levels of awareness regarding the benefits offered by antibacterial products over conventional ones are driving the market. According to the U.S. Food & Drug Administration, these products contain certain active ingredients, such as triclosan and other bacterial resistant antibiotics, that reduce and prevent bacterial infections. The hand soaps segment held the largest revenue share in 2020 and is expected to maintain dominance over the forecast period. These products are intended to prevent active viruses or other microbial organisms. Global players, such as The Colgate-Palmolive Company, have been offering these products in refill easy-to-use tablets to help reduce plastic bottle waste.

For instance, in July 2021, the company launched Softsoap foaming hand soap tablets in a recyclable aluminum bottle. Such product launches have widened the scope of the market. The supermarkets & hypermarkets segment accounted for the maximum revenue share in 2020. The increased visibility of such products at stores, such as Walgreens, Walmart, Target Brands, Inc., Costco, and The Boots Company PLC, has supported the segment growth. The market is consolidated owing to the presence of a large number of major players, such as Reckitt Benckiser Group PLC, Bielenda, Colgate-Palmolive Company, Henkel Corp., and Johnson & Johnson

Antibacterial Products Market Report Highlights

Asia Pacific is projected to register a significant CAGR from 2021 to 2028 due to rising product sales through online distribution channels. Amazon, Flipkart, and Gofers are among the prominent channels in the region

The body wash segment is projected to register the fastest CAGR during the forecast period

The growth is credited to the increasing visibility of OTC antibacterial body washes. Moreover, major players are offering innovative products owing to the high demand

For instance, in February 2021, Henkel Corporation's Dial brand launched antibacterial foaming body and hand washes

The specialty store segment is expected to register the fastest CAGR during the forecast period. An increasing number of premium specialty stores is boosting the segment growth

Care to Beauty USA, Ulta Beauty, Inc, Target Brands Inc., and Sephora USA, Inc. are the prominent specialty stores in the global market

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