

Handheld X-rays Market Size, Share & Trends Analysis Report By Application (Dental, Orthopedic, Others), By End-use (Hospitals, Outpatient Facilities, Research & Manufacturing), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Hand Care Market Growth & Trends

The global hand care market size is anticipated to reach USD 25.61 billion in 2030 and is projected to grow at a CAGR of 5.3% from 2024 to 2030. The market is driven by increasing health, hygiene, and wellness concerns, risks of communicable diseases, rise in health expenditure, and change in lifestyle.

The market finds vast applications, majorly focusing on hand hygiene. According to WHO, the primary measure to reduce infections is hand hygiene. Moreover, challenges like “Clean Care is Safer Care” by WHO to improve and promote hygiene practices and standards are contributing to the growth of the hand care market.

In 2018, the hand wash segment held the largest share of over 40.0% owing to its benefits of providing basic hygiene. Based on the U.S. Census data and Simmons National Consumer Survey (NHCS), 298.63 million Americans used liquid hand wash. Hand sanitizers/disinfectants are expected to grow at the fastest CAGR of 9.2% from 2024 to 2030. The beauty products market is also expected to witness significant growth over the next few years due to availability of a large variety of care solutions catering to specific problems. These products include moisturizers and sunscreens. For instance, a new e-commerce startup named Public Goods, which deals in hand care

products with natural and organic products, have moisturizers and sunscreens to protect the skin.

On the basis of distribution channel, the online segment is anticipated to expand at the highest CAGR over the forecast period. The growth is a result of high penetration of e-commerce and usage of smart phones. Asia Pacific held the largest share due to high product consumption, majorly hand creams.

Leading players of the market include Unilever; Procter & Gamble; Johnson & Johnson Services, Inc.; PHILOSOPHY, INC.; Coty Inc.; Beiersdorf; Lynx; Wheathfields Lohmann; and Jahwa. Companies are focusing on product launches, natural and organic product development, and adding soothing fragrances in order to gain competitive advantage over others. For instance, Amway India launched “Persona Germ Protection and Moisturizing” liquid hand wash, which is free from widely used preservatives like sulphate, paraben, and triclosan.

Hand Care Market Report Highlights

Hand sanitizers/disinfectants are expected to grow at the fastest CAGR of 9.2% from 2024 to 2030

Hypermarkets & supermarkets held the largest revenue share of 37.3% in 2023, The online segment is expected to grow at the fastest CAGR of 6.3% during the forecast period.

Proper hand hygiene is considered one of the most effective ways to reduce the transmission of germs and infections, driving the demand for hand care products

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Segment Definitions
 - 1.2.1. Application
 - 1.2.2. End Use
 - 1.2.3. Regional scope
 - 1.2.4. Estimates and forecasts timeline
- 1.3. Research Methodology
- 1.4. Information Procurement
 - 1.4.1. Purchased database
 - 1.4.2. GVR's internal database
 - 1.4.3. Secondary sources
 - 1.4.4. Primary research
 - 1.4.5. Details of primary research
 - 1.4.5.1. Data for primary interviews in North America
 - 1.4.5.2. Data for primary interviews in Europe
 - 1.4.5.3. Data for primary interviews in Asia Pacific
 - 1.4.5.4. Data for primary interviews in Latin America
 - 1.4.5.5. Data for Primary interviews in MEA
- 1.5. Information or Data Analysis
 - 1.5.1. Data analysis models
- 1.6. Market Formulation & Validation
- 1.7. Model Details
 - 1.7.1. Commodity flow analysis (Model 1)
 - 1.7.2. Approach 1: Commodity flow approach
 - 1.7.3. Volume price analysis (Model 2)
 - 1.7.4. Approach 2: Volume price analysis
- 1.8. List of Secondary Sources
- 1.9. List of Primary Sources
- 1.10. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
 - 2.2.1. Application outlook

- 2.2.2. End use outlook
- 2.2.3. Regional outlook
- 2.3. Competitive Insights

CHAPTER 3. HANDHELD X-RAYS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent market outlook
 - 3.1.2. Related/ancillary market outlook
- 3.2. Market Dynamics
 - 3.2.1. Market driver analysis
 - 3.2.1.1. Increasing technological advancements
 - 3.2.1.2. Rising number of dental procedures
 - 3.2.1.3. Growing orthopedic surgical cases
 - 3.2.1.4. Surge in chronic disorders globally
 - 3.2.2. Market restraint analysis
 - 3.2.2.1. Less penetration in underdeveloped countries
 - 3.2.2.2. High cost of devices
- 3.3. Handheld X-rays Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Supplier power
 - 3.3.1.2. Buyer power
 - 3.3.1.3. Substitution threat
 - 3.3.1.4. Threat of new entrant
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Technological landscape
 - 3.3.2.3. Economic landscape

CHAPTER 4. HANDHELD X-RAYS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Global Handheld X-rays Application Market Movement Analysis
- 4.3. Global Handheld X-rays Market Size & Trend Analysis, by Application, 2018 to 2030 (USD Million)
- 4.4. Dental
 - 4.4.1. Dental market estimates and forecasts 2018 to 2030 (USD Million)

4.5. Orthopedic

4.5.1. Orthopedic market estimates and forecasts 2018 to 2030 (USD Million)

4.6. Others

4.6.1. Others market estimates and forecasts 2018 to 2030 (USD Million)

CHAPTER 5. HANDHELD X-RAYS MARKET: END USE ESTIMATES & TREND ANALYSIS

5.1. Segment Dashboard

5.2. Global Handheld X-rays End Use Market Movement Analysis

5.3. Global Handheld X-rays Market Size & Trend Analysis, by End Use, 2018 to 2030 (USD Million)

5.4. Hospitals

5.4.1. Hospitals market estimates and forecasts 2018 to 2030 (USD Million)

5.5. Outpatient Facilities

5.5.1. Outpatient facilities market estimates and forecasts 2018 to 2030 (USD Million)

5.6. Research & Manufacturing

5.6.1. Research & manufacturing market estimates and forecasts 2018 to 2030 (USD Million)

CHAPTER 6. HANDHELD X-RAYS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS BY APPLICATION, END USE

6.1. Regional Market Share Analysis, 2023 & 2030

6.2. Regional Market Dashboard

6.3. Global Regional Market Snapshot

6.4. Market Size, & Forecasts Trend Analysis, 2018 to 2030:

6.5. North America

6.5.1. U.S.

6.5.1.1. Key country dynamics

6.5.1.2. Competitive scenario

6.5.1.3. Regulatory framework

6.5.1.4. Reimbursement structure

6.5.1.5. U.S. market estimates and forecasts 2018 to 2030 (USD Million)

6.5.2. Canada

6.5.2.1. Key country dynamics

6.5.2.2. Competitive scenario

6.5.2.3. Regulatory framework

6.5.2.4. Reimbursement structure

6.5.2.5. Canada market estimates and forecasts 2018 to 2030 (USD Million)

6.5.3. Mexico

6.5.3.1. Key country dynamics

6.5.3.2. Competitive scenario

6.5.3.3. Regulatory framework

6.5.3.4. Reimbursement structure

6.5.3.5. Canada market estimates and forecasts 2018 to 2030 (USD Million)

6.6. Europe

6.6.1. UK

6.6.1.1. Key country dynamics

6.6.1.2. Competitive scenario

6.6.1.3. Regulatory framework

6.6.1.4. Reimbursement structure

6.6.1.5. UK market estimates and forecasts 2018 to 2030 (USD Million)

6.6.2. Germany

6.6.2.1. Key country dynamics

6.6.2.2. Competitive scenario

6.6.2.3. Regulatory framework

6.6.2.4. Reimbursement structure

6.6.2.5. Germany market estimates and forecasts 2018 to 2030 (USD Million)

6.6.3. France

6.6.3.1. Key country dynamics

6.6.3.2. Competitive scenario

6.6.3.3. Regulatory framework

6.6.3.4. Reimbursement structure

6.6.3.5. France market estimates and forecasts 2018 to 2030 (USD Million)

6.6.4. Italy

6.6.4.1. Key country dynamics

6.6.4.2. Competitive scenario

6.6.4.3. Regulatory framework

6.6.4.4. Reimbursement structure

6.6.4.5. Italy market estimates and forecasts 2018 to 2030 (USD Million)

6.6.5. Spain

6.6.5.1. Key country dynamics

6.6.5.2. Competitive scenario

6.6.5.3. Regulatory framework

6.6.5.4. Reimbursement structure

6.6.5.5. Spain market estimates and forecasts 2018 to 2030 (USD Million)

6.6.6. Norway

- 6.6.6.1. Key country dynamics
- 6.6.6.2. Competitive scenario
- 6.6.6.3. Regulatory framework
- 6.6.6.4. Reimbursement structure
- 6.6.6.5. Norway market estimates and forecasts 2018 to 2030 (USD Million)
- 6.6.7. Sweden
 - 6.6.7.1. Key country dynamics
 - 6.6.7.2. Competitive scenario
 - 6.6.7.3. Regulatory framework
 - 6.6.7.4. Reimbursement structure
 - 6.6.7.5. Sweden market estimates and forecasts 2018 to 2030 (USD Million)
- 6.6.8. Denmark
 - 6.6.8.1. Key country dynamics
 - 6.6.8.2. Competitive scenario
 - 6.6.8.3. Regulatory framework
 - 6.6.8.4. Reimbursement structure
 - 6.6.8.5. Denmark market estimates and forecasts 2018 to 2030 (USD Million)
- 6.7. Asia Pacific
 - 6.7.1. Japan
 - 6.7.1.1. Key country dynamics
 - 6.7.1.2. Competitive scenario
 - 6.7.1.3. Regulatory framework
 - 6.7.1.4. Reimbursement structure
 - 6.7.1.5. Japan market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.7.2. China
 - 6.7.2.1. Key country dynamics
 - 6.7.2.2. Competitive scenario
 - 6.7.2.3. Regulatory framework
 - 6.7.2.4. Reimbursement structure
 - 6.7.2.5. China market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.7.3. India
 - 6.7.3.1. Key country dynamics
 - 6.7.3.2. Competitive scenario
 - 6.7.3.3. Regulatory framework
 - 6.7.3.4. Reimbursement structure
 - 6.7.3.5. India market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.7.4. Australia
 - 6.7.4.1. Key country dynamics
 - 6.7.4.2. Competitive scenario

- 6.7.4.3. Regulatory framework
- 6.7.4.4. Reimbursement structure
- 6.7.4.5. Australia market estimates and forecasts 2018 to 2030 (USD Million)
- 6.7.5. South Korea
 - 6.7.5.1. Key country dynamics
 - 6.7.5.2. Competitive scenario
 - 6.7.5.3. Regulatory framework
 - 6.7.5.4. Reimbursement structure
 - 6.7.5.5. South Korea market estimates and forecasts 2018 to 2030 (USD Million)
- 6.7.6. Thailand
 - 6.7.6.1. Key country dynamics
 - 6.7.6.2. Competitive scenario
 - 6.7.6.3. Regulatory framework
 - 6.7.6.4. Reimbursement structure
 - 6.7.6.5. Thailand market estimates and forecasts 2018 to 2030 (USD Million)
- 6.8. Latin America
 - 6.8.1. Brazil
 - 6.8.1.1. Key country dynamics
 - 6.8.1.2. Competitive scenario
 - 6.8.1.3. Regulatory framework
 - 6.8.1.4. Reimbursement structure
 - 6.8.1.5. Brazil market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.8.2. Argentina
 - 6.8.2.1. Key country dynamics
 - 6.8.2.2. Competitive scenario
 - 6.8.2.3. Regulatory framework
 - 6.8.2.4. Reimbursement structure
 - 6.8.2.5. Argentina market estimates and forecasts 2018 to 2030 (USD Million)
- 6.9. MEA
 - 6.9.1. South Africa
 - 6.9.1.1. Key country dynamics
 - 6.9.1.2. Competitive scenario
 - 6.9.1.3. Regulatory framework
 - 6.9.1.4. Reimbursement structure
 - 6.9.1.5. South Africa market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.9.2. Saudi Arabia
 - 6.9.2.1. Key country dynamics
 - 6.9.2.2. Competitive scenario
 - 6.9.2.3. Regulatory framework

6.9.2.4. Reimbursement structure

6.9.2.5. Saudi Arabia market estimates and forecasts 2018 to 2030 (USD Million)

6.9.3. UAE

6.9.3.1. Key country dynamics

6.9.3.2. Competitive scenario

6.9.3.3. Regulatory framework

6.9.3.4. Reimbursement structure

6.9.3.5. UAE market estimates and forecasts 2018 to 2030 (USD Million)

6.9.4. Kuwait

6.9.4.1. Key country dynamics

6.9.4.2. Competitive scenario

6.9.4.3. Regulatory framework

6.9.4.4. Reimbursement structure

6.9.4.5. Kuwait market estimates and forecasts 2018 to 2030 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Recent Developments & Impact Analysis, By Key Market Participants

7.2. Company/Competition Categorization

7.3. Key company market share analysis, 2023

7.4. Company Position Analysis

7.5. Company Categorization (Emerging Players, Innovators and Leaders

7.6. Company Profiles

7.6.1. Dental Imaging Technologies Corporation

7.6.1.1. Company overview

7.6.1.2. Financial performance

7.6.1.3. Product benchmarking

7.6.1.4. Strategic initiatives

7.6.2. REMEDI Co.Ltd

7.6.2.1. Company overview

7.6.2.2. Financial performance

7.6.2.3. Product benchmarking

7.6.2.4. Strategic initiatives

7.6.3. Genoray

7.6.3.1. Company overview

7.6.3.2. Financial performance

7.6.3.3. Product benchmarking

7.6.3.4. Strategic initiatives

7.6.4. OXOS Medical

- 7.6.4.1. Company overview
- 7.6.4.2. Financial performance
- 7.6.4.3. Product benchmarking
- 7.6.4.4. Strategic initiatives
- 7.6.5. MaxRayCocoon.com
 - 7.6.5.1. Company overview
 - 7.6.5.2. Financial performance
 - 7.6.5.3. Product benchmarking
 - 7.6.5.4. Strategic initiatives
- 7.6.6. Digital Doc LLC.
 - 7.6.6.1. Company overview
 - 7.6.6.2. Financial performance
 - 7.6.6.3. Product benchmarking
 - 7.6.6.4. Strategic initiatives
- 7.6.7. EVIDENT
 - 7.6.7.1. Company overview
 - 7.6.7.2. Financial performance
 - 7.6.7.3. Product benchmarking
 - 7.6.7.4. Strategic initiatives
- 7.6.8. Carestream Dental LLC
 - 7.6.8.1. Company overview
 - 7.6.8.2. Financial performance
 - 7.6.8.3. Product benchmarking
 - 7.6.8.4. Strategic initiatives

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