

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; Whealthfields 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

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