

# Hong Kong Liquid Hand Soap Market Size, Share & Trends Analysis Report By Form (Gel, Foam), By Type (Conventional, Organic), By End-use (Commercial, Household), By Distribution Channel, And Segment Forecasts, 2023 - 2030

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## Abstracts

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### Hong Kong Liquid Hand Soap Market Growth & Trends

The Hong Kong liquid hand soap market size is expected to reach USD 59.8 million by 2030, registering a CAGR of 7.0% during the forecast period, according to a new report by Grand View Research, Inc. The increasing attention towards hygiene especially after the outbreak of COVID-19 is driving the demand for liquid hand soap in Hong Kong. According to a United Nations Children's Fund (UNICEF) study, good hygiene is critical for preventing the spread of infectious diseases and helping individuals lead long and healthy lives.

However, since 2015 the population with access to basic hygiene services (handwashing facilities at home) has increased by over 500 million, from 5.0 billion (67%) in 2015 to 5.5 billion (71%) in 2020, at a rate of 300,000 people per day. The increasing practice of hand washing and increasing attention toward hand hygiene are expected to contribute significantly to the demand for liquid hand soaps in the future.

Organic/green liquid hand soap is expected to witness a faster CAGR during the forecast period owing to increasing demand for natural and chemical-free products among young consumers. Further, manufacturers are also enticing customers by advertising their products with different claims. For instance, Bathe to Basics, a

premium handmade and organic brand based in Hong Kong offers its products with claims such as natural, preservative-free, and no paraben.

The online distribution channel is anticipated to witness a faster CAGR, owing to the increased adoption of e-commerce, and is also anticipated to provide opportunities to the market players. Innovation and the introduction of varied types of liquid hand soap across the distribution channel will benefit the market's growth in the coming years. Manufacturers should capitalize on the popularity of e-commerce among millennials and Gen Z by making the products available through online channels and adopting the omnichannel strategy.

The Hong Kong liquid hand soap industry has presence of a few international players and a few regional players. Blue Moon Group Holdings Limited, Wheathfields Lohmann (Singapore) Pte Ltd, Aesop, Reckitt Benckiser Group PLC (Dettol), and Lion Corporation are among the prominent players in the market.

#### Hong Kong Liquid Hand Soap Market Report Highlights

Gel liquid hand soap accounted for the largest market share of more than 80% in 2022 owing to higher availability of this form type in commercials and residential space

The offline segment accounted for a higher share during the forecast period owing to the wide availability of hand soaps in supermarkets, convenience stores, pharmacies & drugstores

The commercial segment is expected to register rapid CAGR owing to growth in shopping malls and office space after the opening of the economy post-pandemic

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