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Reusable Face Mask Market Size, Share & Trends Analysis Report By Material (Cotton, Nylon), By Application (Personal, Commercial), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Reusable Face Mask Market Growth & Trends

The global reusable face mask market size is expected to reach USD 7.08 billion by 2027, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 23.5% from 2020 to 2027. Growing awareness about the ill effects of air pollution, dust, and smoke, and the outbreak of coronavirus are among the primary factors driving the market. According to the American Lung Association, close to 133.9 million people in the U.S. are exposed to unhealthy air conditions every year. Face covering masks act as a shield to protect the wearer from the direct impact of harmful particles present in the air. As the air quality continues to deteriorate, the demand for face masks will keep increasing.

The widespread impact of the COVID-19 pandemic around the globe has been driving the demand for reusable face masks. According to the USA Facts report of September 2020, the country reported 6,060,334 known cases and registered deaths amounted to 184,280. With the restriction on the use of surgical masks, including N95, which are known to offer comparatively higher protection than other types of masks against the virus to healthcare workers, the demand for reusable mask has spurred among the general public. These masks are highly recommended by the government and medical institutes as they reduce the chances of virus spread, which is favoring the market

growth.

In terms of material, the cotton segment led the market and accounted for 69.1% share of the global revenue in 2019. According to a 2020 research by Smart Air, an open-source data and content provider on air pollution, among the face masks made to balance protection and breathability, cotton filtered out 84% of large particles and 19% of small. Moreover, recommendation by the organizations, such as the Centers for Disease Control and Prevention and the World Health Organization, to use cotton in cloth face masks bodes well for the future demand for reusable face masks.

The ongoing COVID-19 pandemic is likely to increase the demand for reusable face masks across the globe. Demand is escalated with the increase in the number of COVID-19 cases worldwide. Small and large-cap companies are investing in manufacturing facilities to meet the current demand for face masks amongst the general public, medical workers, and industrialists. Moreover, small and medium-sized market players are expected to show considerable improvements in the foreseeable future.

In terms of application, the personal segment led the market and accounted for 78.3% share of the global revenue in 2019. The COVID-19 pandemic has led to rising consumer awareness and maintenance of public protocol of wearing face masks. Moreover, manufacturers and designers have been launching products in bulk for the individual segment. For instance, in August 2020, Burberry launched its first collection of reusable and sustainable face masks made of cotton and antimicrobial technology.

Based on the distribution channel, the offline segment dominated the market and accounted for 62.6% share of the global revenue in 2019. Additionally, with mandatory regulations on wearing face masks in public places, people are experimenting with the latest trends online offered by companies. For instance, e-commerce websites including Etsy and Zazzle witnessed an upsurge in the sales of customized masks, and more than 200 private labels have registered on such websites to increase the sales of face masks.

Asia Pacific held the largest revenue share of more than 33.0% in 2019. The growing demand for washable and reusable masks from densely-populated countries like India and China is expected to serve as a great growth booster for the region.

North America is expected to expand at the fastest CAGR from 2020 to 2027. The rise in the incidences of airborne diseases, pollution levels, forest fire cases, and the outbreak of the coronavirus have been encouraging a sizable number of consumers to

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opt for personal reusable face masks in the region. With consumers looking to protect themselves from several virus- and bacteria-related illnesses, such as allergies, lung infections, and coronavirus, prominent manufacturers are focusing on increasing their scale of operations concerning the manufacturing of reusable face masks.

Reusable Face Mask Market Report Highlights

- The online distribution channel is expected to emerge as the fastest-growing distribution channel throughout the forecast period. The increasing availability of a wide number of reusable face masks of different brands, free delivery, and seasonal discounts on e-retailer platforms are among the major reasons driving the segment

- Asia Pacific held the largest share of more than 33.0% in 2019. The rising threat of the COVID-19 pandemic and growing air pollution have been the primary factors supporting market growth

- In terms of material, the cotton segment led the market and accounted for 69.1% share of the global revenue in 2019. In June 2020, the Centers for Disease Control and Prevention recommended that people should wear a cloth face mask to avoid transmission of the coronavirus in public places

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

1.1. Market Segmentation & Scope
1.2. Market Definition
1.3. Information Procurement
  1.3.1. Purchased Database
  1.3.2. GVR's Internal Database
  1.3.3. Secondary Sources & Third-Party Perspectives
  1.3.4. Primary Research
1.4. Information Analysis
  1.4.1. Data Analysis Models
1.5. Market Formulation & Data Visualization
1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

2.1. Market Outlook
2.2. Segmental Outlook
2.3. Competitive Insights

CHAPTER 3. REUSABLE FACE MASKS MARKET VARIABLES, TRENDS & SCOPE

3.1. Market Introduction
3.2. Penetration & Growth Prospect Mapping
3.3. Industry Value Chain Analysis
  3.3.1. Sales/Retail Channel Analysis
  3.3.2. Profit Margin Analysis
3.4. Market Dynamics
  3.4.1. Market Driver Analysis
  3.4.2. Market Restraint Analysis
  3.4.3. Industry Challenges
  3.4.4. Industry Opportunities
3.5. Business Environment Analysis
  3.5.1. Industry Analysis - Porter's
    3.5.1.1. Supplier Power
    3.5.1.2. Buyer Power
    3.5.1.3. Substitution Threat

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3.5.1.4. Threat from New Entrant
3.5.1.5. Competitive Rivalry
3.6. Roadmap of Reusable Face Masks Market
3.7. Market Entry Strategies
3.8. Impact of COVID-19 Pandemic on Reusable Face Masks Market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

4.1. Consumer Trends and Preferences
4.2. Factors Affecting Buying Decision
4.3. Consumer Product Adoption
4.4. Observations & Recommendations

CHAPTER 5. REUSABLE FACE MASKS MARKET: MATERIAL ESTIMATES & TREND ANALYSIS

5.1. Material Analysis & Market Share, 2019 & 2027
5.2. Cotton
5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
5.3. Nylon
5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
5.4. Others
5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. REUSABLE FACE MASKS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

6.1. Application Analysis & Market Share, 2019 & 2027
6.2. Commercial
6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
6.3. Personal
6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 7. REUSABLE FACE MASKS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

7.1. Distribution Channel Analysis & Market Share, 2019 & 2027
7.2. Offline
7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)

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info@marketpublishers.com

7.3. Online
7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 8. REUSABLE FACE MASKS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2019 & 2027
8.2. North America
8.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.2.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.2.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.2.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.2.5. U.S.
8.2.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.2.5.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.2.5.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.2.5.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.3. Europe
8.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.3.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.3.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.3.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.3.5. Germany
8.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.3.5.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.3.5.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.3.5.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.3.6. U.K.
8.3.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.3.6.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.3.6.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.3.6.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.3.7. France
8.3.7.1. Market estimates and forecast, 2016 - 2027 (USD Million)

+44 20 8123 2220
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8.3.7.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.3.7.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.3.7.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.4. Asia Pacific
8.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.4.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.4.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.4.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.4.5. China
8.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.4.5.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.4.5.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.4.5.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.4.6. India
8.4.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.4.6.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.4.6.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.4.6.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.5. Central & South America
8.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.5.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.5.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.5.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.5.5. Brazil
8.5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.5.5.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.5.5.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.5.5.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
8.6. Middle East & Africa (MEA)
8.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
8.6.2. Market estimates and forecast, by material, 2016 - 2027 (USD Million)
8.6.3. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
8.6.4. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD

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Million)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Key global players, recent developments & their impact on the industry
9.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
9.3. Vendor Landscape
  9.3.1. Key company market share analysis, 2019

CHAPTER 10. COMPANY PROFILES

10.1. Respro
  10.1.1. Company Overview
  10.1.2. Financial Performance
  10.1.3. Product Benchmarking
  10.1.4. Strategic Initiatives
10.2. Moldex-Metric
  10.2.1. Company Overview
  10.2.2. Financial Performance
  10.2.3. Product Benchmarking
  10.2.4. Strategic Initiatives
10.3. Vogmask
  10.3.1. Company Overview
  10.3.2. Financial Performance
  10.3.3. Product Benchmarking
  10.3.4. Strategic Initiatives
10.4. Airpop
  10.4.1. Company Overview
  10.4.2. Financial Performance
  10.4.3. Product Benchmarking
  10.4.4. Strategic Initiatives
10.5. Totobobo
  10.5.1. Company Overview
  10.5.2. Financial Performance
  10.5.3. Product Benchmarking
  10.5.4. Strategic Initiatives
10.6. idMASK
  10.6.1. Company Overview

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10.6.2. Financial Performance
10.6.3. Product Benchmarking
10.6.4. Strategic Initiatives
10.7. Kimberly Clark
10.7.1. Company Overview
10.7.2. Financial Performance
10.7.3. Product Benchmarking
10.7.4. Strategic Initiatives
10.8. Cambridge Mask Company
10.8.1. Company Overview
10.8.2. Financial Performance
10.8.3. Product Benchmarking
10.8.4. Strategic Initiatives
10.9. Debrief Me
10.9.1. Company Overview
10.9.2. Financial Performance
10.9.3. Product Benchmarking
10.9.4. Strategic Initiatives
10.10. ARAX Co., LTD.
10.10.1. Company Overview
10.10.2. Financial Performance
10.10.3. Product Benchmarking
10.10.4. Strategic Initiatives

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List Of Tables

LIST OF TABLES

1. Reusable face masks - Key market driver analysis
2. Reusable face masks - Key market restraint analysis
3. Reusable face masks cotton market estimates and forecast, 2016 - 2027 (USD Million)
4. Reusable face masks nylon market estimates and forecast, 2016 - 2027 (USD Million)
5. Reusable face masks others market estimates and forecast, 2016 - 2027 (USD Million)
6. Reusable face masks commercial market estimates and forecast, 2016 - 2027 (USD Million)
7. Reusable face masks personal market estimates and forecast, 2016 - 2027 (USD Million)
8. Reusable face masks market estimates and forecast through the offline channel, 2016 - 2027 (USD Million)
9. Reusable face masks market estimates and forecast through the online channel, 2016 - 2027 (USD Million)
10. North America reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
11. North America reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
12. North America reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
13. North America reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
14. U.S. reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
15. U.S. reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
16. U.S. reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
17. U.S. reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
18. Europe reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
19. Europe reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)

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20. Europe reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
21. Europe reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
22. Germany reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
23. Germany reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
24. Germany reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
25. Germany reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
26. U.K. reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
27. U.K. reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
28. U.K. reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
29. U.K. reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
30. France reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
31. France reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
32. France reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
33. France reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
34. Asia Pacific reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
35. Asia Pacific reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
36. Asia Pacific reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
37. Asia Pacific reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
38. China reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
39. China reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)

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40. China reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
41. China reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
42. India reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
43. India reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
44. India reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
45. India reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
46. Central & South America reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
47. Central & South America reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
48. Central & South America reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
49. Central & South America reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
50. Brazil reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
51. Brazil reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
52. Brazil reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
53. Brazil reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
54. Middle East & Africa reusable face masks market estimates and forecast, 2016 - 2027 (USD Million)
55. Middle East & Africa reusable face masks market revenue estimates and forecast by material, 2016 - 2027 (USD Million)
56. Middle East & Africa reusable face masks market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
57. Middle East & Africa reusable face masks market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

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List Of Figures

LIST OF FIGURES

1. Reusable face masks market snapshot
2. Reusable face masks market segmentation & scope
3. Reusable face masks market penetration & growth prospect mapping
4. Reusable face masks value chain analysis
5. Reusable face masks market dynamics
6. Reusable face masks market: Porter's analysis
7. Reusable face masks market: Material movement analysis
8. Reusable face masks market: Application movement analysis
9. Reusable face masks market: Distribution channel movement analysis
10. Reusable face masks market: Regional movement analysis

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