

# **U.S. Disposable Face Mask Market Size, Share & Trends Analysis Report By Product (Protective, Dust, Non-Woven), By Application (Industrial, Personal), By Distribution Channel, By State, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **U.S. Disposable Face Mask Market Growth & Trends**

The U.S. disposable face mask market size is expected to reach USD 607.8 million by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of -25.2% from 2022 to 2030. The unprecedented spread of coronavirus in the U.S. is driving the demand for disposable face masks. The demand for disposable face masks is likely to be driven by the rising popularity of online shopping platforms including Amazon.com, Inc. and eBay Inc. Furthermore, the popularity of online sales has been creating a healthy demand for designer face masks, most notably among affluent consumers worldwide. Such trends are expected to sustain throughout the forecast period.

The COVID-19 pandemic has been creating a strong demand for disposable face masks worldwide. With the global demand for the product rapidly outstripping supply, numerous market participants have been increasing production to cater to the expanding universal need for disposable face masks. For instance, 3M, a U.S.-based multinational conglomerate corporation specializing in the fields of health care, consumer goods, and worker safety, doubled its production of N95 masks globally during February and March 2020.

The personal application segment held the largest revenue share in 2021. The global rise in the incidence of airborne diseases and pollution levels has been encouraging a sizable number of consumers to opt for personal disposable face masks. With consumers looking to protect themselves against several viruses- and bacteria-related illnesses, prominent manufacturers are focusing on increasing their scale of operation with regard to the manufacturing of disposable face masks for personal use.

The offline distribution channel segment dominated the U.S. market in 2021. Consumer outlets that sell selective items of a single brand are considered specialty retail stores. Specialty retailers primarily focus on high customer satisfaction. Most pharmacies, drug stores, and hospitals sell disposable face masks at a cheap price. Moreover, purchasing products offline gives a better understanding of the quality and design of the product. Physical verification of the products is only possible through offline channels and this acts as a crucial deciding factor for consumers.

Major players in the U.S. market include a combination of a few established players and many small players. Players in this market face intense competition from each other as some of them are among the top manufacturers and have a large customer base for their products in both regional and international markets.

### U.S. Disposable Face Mask Market Report Highlights

The rest of the U.S. held the largest revenue share in 2021 and is expected to maintain its lead over the forecast period. New product launches have been contributing immensely to the wide penetration of the market in other parts of the country

The dust masks product segment is projected to register a CAGR of -22.8% during the forecast period owing to its ability to prevent inhalation of dust, paint mist, and other larger particles

The industrial application segment is predicted to expand at a CAGR of -21.5% during the forecast period. Rising awareness among the industrialists regarding the significance of using masks to protect laborers from particles is driving the segment

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