

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

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 Products & 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. Product Outlook
- 2.3. Application Outlook
- 2.4. Distribution Channel Outlook

CHAPTER 3. U.S. DISPOSABLE FACE MASK 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 Five Forces Analysis
 - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of U.S. Disposable Face Mask Market
- 3.7. Impact of COVID-19 on the U.S. Disposable Face Mask Market
- 3.8. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

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

CHAPTER 5. U.S. DISPOSABLE FACE MASK MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Protective Masks
 - 5.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Dust Masks
 - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Non-Woven Masks
 - 5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 6. U.S. DISPOSABLE FACE MASK MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. Application Movement Analysis & Market Share, 2021 & 2030
- 6.2. Industrial
 - 6.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 6.3. Personal
 - 6.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 7. U.S. DISPOSABLE FACE MASK MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030
- 7.2. Offline
 - 7.2.1. Market estimates and forecast through offline, 2017 - 2030 (USD Million)
- 7.3. Online
 - 7.3.1. Market estimates and forecast through online, 2017 - 2030 (USD Million)

CHAPTER 8. U.S. DISPOSABLE FACE MASK MARKET: STATE ESTIMATES & TREND ANALYSIS

- 8.1. State Movement Analysis & Market Share, 2021 & 2030
- 8.2. California
 - 8.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 8.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 8.2.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
 - 8.2.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 8.3. Texas
 - 8.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 8.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 8.3.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
 - 8.3.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 8.4. New York
 - 8.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 8.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 8.4.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
 - 8.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 8.5. Florida
 - 8.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 8.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 8.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
 - 8.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 8.6. Illinois
 - 8.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 8.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 8.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
 - 8.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Million)

8.7. Pennsylvania

8.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.7.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.7.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.8. Rest of U.S.

8.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.8.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.8.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.8.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Key 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, 2021

CHAPTER 10. COMPANY PROFILES

10.1. 3M

10.1.1. Company Overview

10.1.2. Financial Performance

10.1.3. Product Benchmarking

10.1.4. Strategic Initiatives

10.2. Honeywell International Inc.

10.2.1. Company Overview

10.2.2. Financial Performance

10.2.3. Product Benchmarking

10.2.4. Strategic Initiatives

10.3. Moldex-Metric, Inc.

10.3.1. Company Overview

10.3.2. Financial Performance

10.3.3. Product Benchmarking

10.3.4. Strategic Initiatives

10.4. KCWW

- 10.4.1. Company Overview
- 10.4.2. Financial Performance
- 10.4.3. Product Benchmarking
- 10.4.4. Strategic Initiatives

10.5. uvex group

- 10.5.1. Company Overview
- 10.5.2. Financial Performance
- 10.5.3. Product Benchmarking
- 10.5.4. Strategic Initiatives

10.6. Kowa Company Ltd.

- 10.6.1. Company Overview
- 10.6.2. Financial Performance
- 10.6.3. Product Benchmarking
- 10.6.4. Strategic Initiatives

10.7. SAS Safety Corp.

- 10.7.1. Company Overview
- 10.7.2. Financial Performance
- 10.7.3. Product Benchmarking
- 10.7.4. Strategic Initiatives

10.8. DACH Schutzbekleidung GmbH & Co. KG

- 10.8.1. Company Overview
- 10.8.2. Financial Performance
- 10.8.3. Product Benchmarking
- 10.8.4. Strategic Initiatives

10.9. The Gerson Companies

- 10.9.1. Company Overview
- 10.9.2. Financial Performance
- 10.9.3. Product Benchmarking
- 10.9.4. Strategic Initiatives

10.10. JIANGSU TEYIN IMP. & EXP. CO., LTD.

- 10.10.1. Company Overview
- 10.10.2. Financial Performance
- 10.10.3. Product Benchmarking
- 10.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1. U.S. disposable face mask market - Key market driver analysis

Table 2. U.S. disposable face mask market - Key market restraint analysis

Table 3. U.S. protective masks market estimates and forecast, 2017 - 2030 (USD Million)

Table 4. U.S. dust masks market estimates and forecast, 2017 - 2030 (USD Million)

Table 5. U.S. non-woven masks market estimates and forecast, 2017 - 2030 (USD Million)

Table 6. U.S. disposable face masks market estimates and forecast for industrial, 2017 - 2030 (USD Million)

Table 7. U.S. disposable face masks market estimates and forecast for personal, 2017 - 2030 (USD Million)

Table 8. U.S. disposable face masks market estimates and forecast through offline, 2017 - 2030 (USD Million)

Table 9. U.S. disposable face masks market estimates and forecast through online, 2017 - 2030 (USD Million)

Table 10. California disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 11. California disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 12. California disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 13. California disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 14. Texas disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 15. Texas disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 16. Texas disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 17. Texas disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 18. New York disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 19. New York disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 20. New York disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 21. New York disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 22. Florida disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 23. Florida disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 24. Florida disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 25. Florida disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 26. Illinois disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 27. Illinois disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 28. Illinois disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 29. Illinois disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 30. Pennsylvania disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 31. Pennsylvania disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 32. Pennsylvania disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 33. Pennsylvania disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 34. Rest of U.S. disposable face mask market estimates and forecast, 2017 - 2030 (USD Million)

Table 35. Rest of U.S. disposable face mask market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Table 36. Rest of U.S. disposable face mask market revenue estimates and forecast by application, 2017 - 2030 (USD Million)

Table 37. Rest of U.S. disposable face mask market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)

Table 38. Company categorization

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. Disposable face masks market snapshot
- Fig. 2 U.S. Disposable face masks market segmentation & scope
- Fig. 3 U.S. Disposable face masks market penetration & growth prospect mapping
- Fig. 4 U.S. Disposable face masks value chain analysis
- Fig. 5 U.S. Disposable face masks market dynamics
- Fig. 6 U.S. Disposable face masks market Porter's analysis
- Fig. 7 U.S. Disposable face masks market: Product movement analysis
- Fig. 8 U.S. Disposable face masks market: Application movement analysis
- Fig. 9 U.S. Disposable face masks market: Distribution Channel movement analysis
- Fig. 10 U.S. Disposable face masks market: State movement analysis

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