

# Australia Hand Sanitizer Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/ADB03F986CF6EN.html>

Date: March 2023

Pages: 128

Price: US\$ 2,699.00 (Single User License)

ID: ADB03F986CF6EN

## Abstracts

### Market Overview:

The Australia hand sanitizer market size reached US\$ 336.6 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 220.6 Million by 2028.

A hand sanitizer refers to an antiseptic solution applied on the hands to remove disease-causing pathogens from the skin. It is commonly available in foam, gel, spray, or liquid-based variants and consists of alcohol, water, colorants, polyacrylate, fragrances, etc. The alcohol used in hand sanitizers primarily includes ethanol and isopropanol, which instantly destroy lipid-based coatings of certain viruses and bacteria. Emollients and other ingredients are also added in very small amounts to protect the skin from dryness caused by the alcohol and neutralize the acidic effects of polyacrylate. The water acts as a carrier for the ingredients and bonds well with the hydrogel. Alcohol-free variants are also available that are manufactured using glycerin, thickening agents, and disinfectants, such as benzalkonium chloride (BAC) and other antimicrobial agents.

### Australia Hand Sanitizer Market Trends:

The sudden outbreak of the COVID-19 pandemic has led to the rising consumer concerns towards hand hygiene, which is primarily driving the demand for hand sanitizers in Australia. In line with this, the growing number of awareness programs by the Australian government aimed at promoting the regular usage of hand sanitizers to combat the spread of coronavirus infection is also propelling the market growth. Moreover, the increasing consumer consciousness towards maintaining personal hygiene and sanitation is acting as a significant growth-inducing factor. Additionally, the

escalating adoption of hand sanitizers across healthcare facilities to reduce the risk of hospital-acquired infections is further augmenting the regional market. Apart from this, the growing concerns towards the adverse health impact of chemical-based sanitizers are catalyzing the adoption of organic product variants with natural extracts. Several product manufacturers are launching innovative perfumed-based hand sanitizers infused with fruit and floral fragrances, such as rose, green apple, peach, orange, etc., to cater to diverse consumer preferences. Besides this, the introduction of easy-to-use and portable hand sanitizers in sachets and mini-plastic bottles will continue to drive the market growth in Australia over the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Australia hand sanitizer market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on product type, product form, ingredient, end-user, pack size and distribution channel.

#### Breakup by Product Type:

Alcoholic

60%-70%

71%-80%

81%-95%

Non-Alcoholic

#### Breakup by Product Form:

Gel

Liquid

Spray

Foam

Others

#### Breakup by Ingredient:

Synthetic  
Natural  
Organic

#### Breakup by End-User:

Hospitals  
Households  
Restaurants and Hotels  
Others

#### Breakup by Pack Size:

Large  
Medium  
Small

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
Pharmacies  
Online  
Departmental Stores  
Others

#### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being BWX Limited, Careline Group, Colgate-Palmolive Company, Ego Pharmaceuticals Pty Ltd, Elyptol Australia, Gojo Industries, Inc., Reckitt Benckiser Group PLC, Schulke & Mayr GmbH, Sydney Solvents and Unilever PLC.

#### Key Questions Answered in This Report

1. What was the size of the Australia hand sanitizer market in 2022?

2. What is the expected size of the Australia hand sanitizer market in 2028?
3. What has been the impact of COVID-19 on the Australia hand sanitizer market?
4. What are the key factors driving the Australia hand sanitizer market?
5. What is the breakup of the Australia hand sanitizer market based on the product type?
6. What is the breakup of the Australia hand sanitizer market based on the product form?
7. What is the breakup of the Australia hand sanitizer market based on the ingredient?
8. What is the breakup of the Australia hand sanitizer market based on the end user?
9. What is the breakup of the Australia hand sanitizer market based on the pack size?
10. What is the breakup of the Australia hand sanitizer market based on the distribution channel?
11. Who are the key players/companies in the Australia hand sanitizer market?

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