

Hand Cream Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global hand cream market reached a value of US\$ 416 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 585.2 Million by 2027, exhibiting a CAGR of 5.8% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Hand cream is a body care product formulated using water, triethanolamine, propylene glycol, stearic acid, methyl stearate, lanolin, and mineral oil. It has a thick consistency owing to a strong emollient base as compared to lotions. It assists in preventing dryness, combating the signs of premature aging, boosting moisture levels and skin elasticity, and protecting against ultraviolet (UV) exposure, which causes cracking and pigmentation. As it also reduces the clinical symptoms of irritant contact dermatitis, its sales are increasing across the globe.

Hand Cream Market Trends:

Due to the outbreak of the coronavirus disease (COVID-19), the World Health Organization (WHO) released a community campaign stating that hand hygiene plays a pivotal role in preventing the spread of pathogens. It has also suggested policymakers offer the necessary infrastructure required for the effective performance of hand hygiene in public places. This resulted in the frequent washing and increasing dryness of hands by individuals and consequently rising demand for hand creams around the world. Furthermore, the easy availability of eco-friendly hand creams made from organic and vegan ingredients are propelling the growth of the market. Moreover, leading players are focusing on the launch of innovative products with attractive and biodegradable packaging to expand their product portfolio. These players are also introducing product

variants made using aromatic fragrances like shea butter, vanilla, honey, and aromatherapy or botanic notes. Besides this, they are considerably investing in engaging promotional campaigns like celebrity endorsements to create brand awareness and retain a competitive edge in the market. Furthermore, rapid urbanization, rising sales of smart devices, and increasing penetration of the internet is strengthening the e-commerce sector. This, in turn, is offering lucrative growth opportunities to key players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global hand cream market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product, age group, demographic and distribution channel.

Breakup by Product:

- Repair Hand Cream
- Anti-Aging Hand Cream
- Whitening Hand Cream
- Overnight Hand Cream
- Others

Breakup by Age Group:

- Generation X
- Baby Boomers
- Millennials
- Generation Z

Breakup by Demographic:

- Male
- Female

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Pharma and Drug Stores

Online Stores
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Australian Native Botanicals, Beiersdorf AG, Coty Inc., Glossier Inc., Johnson & Johnson, Marks and Spencer plc, Sanofi S.A., Shiseido Company Limited, The Clorox Company, The Procter & Gamble Company and Unilever plc. Key Questions Answered in This Report:

How has the global hand cream market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global hand cream market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the age group?

What is the breakup of the market based on the demographic?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global hand cream market and who are the key players?

What is the degree of competition in the industry?

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