

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

<https://marketpublishers.com/r/I9E5530DC211EN.html>

Date: March 2023

Pages: 139

Price: US\$ 2,299.00 (Single User License)

ID: I9E5530DC211EN

Abstracts

Market Outlook 2023-2028:

The India hand sanitizer market size reached US\$ 153.7 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 103.6 Million by 2028.

A hand sanitizer, or a hand rub, is an antiseptic solution applied on the hands to remove disease-causing pathogens from the skin. It is commonly available in foam, gel and liquid-based variants and consists of alcohol, water, emollients, polyacrylates, artificial and natural colors and fragrances. The alcohol used in hand sanitizers includes isopropanol and ethanol, which instantly denatures the proteins and destroys lipid-based coatings of certain viruses and bacteria. Emollients and other ingredients are added in small quantities to protect the skin from dryness caused by the alcohol, neutralize the acidic effects of polyacrylate and enhance the smell and appearance of the product. The water acts as a carrier for the ingredients and bonds well with the hydrogel. Currently, alcohol-free variants are also available, which are manufactured using glycerin, thickening agents and disinfectants, such as benzalkonium chloride (BAC) and other antimicrobial agents. These hand sanitizers also contain humectants that attract and lock moisture in the hands and do not remove natural oils from the skin despite repetitive use.

In comparison to the traditionally used soap and other cleaning agents, these sanitizers are more effective and gentler on the skin. As coronavirus disease (COVID-19) continues to spread across the country, there has been a significant increase in the demand for hand sanitizers to inhibit the transmission of the virus in schools, hospitals, residential and commercial complexes and other public spaces.

India Hand Sanitizer Market Trends:

The Spread of Coronavirus Disease (COVID-19)

With the sudden outbreak of the COVID-19 pandemic, the World Health Organization (WHO) has recommended the use of hand sanitizers for self-preservation and minimizing the spread of the coronavirus. The increasing number of deaths caused by the virus has further triggered an alarming response from consumers, thereby increasing the emphasis on hand hygiene as a preventive measure from contracting the infection. Moreover, the implementation of the Swachh Bharat Mission by the Government of India and various other campaigns by the private organizations that involve providing hand sanitizers at railway stations, hospitals, shopping malls and educational institutes has also created a positive impact on the product demand.

Rising Health Consciousness Among the Masses

The increasing demand for hand sanitizers is further supported by the rising prevalence of various gastrointestinal, respiratory and skin infections among the masses. Alcohol-based hand sanitizers can minimize the transmission of harmful bacteria and viruses present on the skin or palm of the hands, thereby reducing the instances of stomach infections, diarrhea, nausea and vomiting. Hospitals and healthcare centers are also widely using hand sanitizers to prevent the transmission of hospital-acquired infections (HAIs). In comparison to the traditionally used hand washes and soaps, hand sanitizers are more effective in disinfecting and minimizing dryness and irritation on the skin. Product manufacturers are developing sanitizers with natural and organic ingredients that do not cause allergies and are non-toxic in nature.

The Introduction of Novel Variants and Dispensers

The market is also driven by the launch of perfumed hand sanitizers infused with floral and fruit fragrances, such as rose, green apple, peach, orange and sandal. Product manufacturers are developing easy-to-use and portable foam and gel-based sanitizers in sachets and mini-plastic bottles. Manufacturers are also producing novel hands-free, battery- and foot-operated dispensers, which aid in minimizing the contact and the risks of cross-contamination. The dispensers are equipped with automatic infrared sensors that detect the heat emitted from the hand and trigger the pump to dispense the sanitizer.

Product Availability Through Online Retail Channels

The market is also driven by the proliferation of online retail channels and social media platforms. Consumers are increasingly becoming aware of the availability of premium personal care and hygiene products and are widely adopting healthy lifestyles. Product vendors are using innovative marketing strategies to promote sanitation products through influential celebrities and sports personalities to reach and attract a broader consumer base. They are also developing attractive packaging to grab the consumer's attention and provide them with an authentic and luxurious experience through their high-quality products. Through online retail platforms, consumers are now able to place orders from the convenience of their homes and the product manufacturers and vendors are able to reach the audiences present in remote locations.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India hand sanitizer market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on type, ingredient, product form, pack size, distribution channel and end-use.

Breakup by Type:

- Alcohol-Based
- Non-Alcoholic

Breakup by Ingredient:

- Natural
- Organic
- Synthetic

Breakup by Product Form:

- Gel
- Liquid
- Foam
- Spray
- Others

Breakup by Pack Size:

Small
Medium
Large

Breakup by Distribution Channel:

Pharmacies
Supermarkets and Hypermarkets
Departmental Stores
Online
Others

Breakup by End-Use:

Hospitals
Households
Restaurants and Hotels
Others

Breakup by Region:

West India
South India
North India
East India

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being ITC Limited, Dabur India Limited, Hindustan Unilever Limited, The Himalaya Drug Company, Reckitt Benckiser (India) Ltd, Godrej Consumer Products

Ltd., Herbal Strategi, Zoic Cosmetic, Cossmic India Pvt. Ltd., Zodhita Pvt. Ltd., etc.

Key Questions Answered in This Report

1. What was the size of the India hand sanitizer market in 2022?
2. What are the key factors driving the India hand sanitizer market?
3. What has been the impact of COVID-19 on the India hand sanitizer market?
4. What is the breakup of the India hand sanitizer market based on the type?
5. What is the breakup of the India hand sanitizer market based on the ingredient?
6. What is the breakup of the India hand sanitizer market based on the product form?
7. What is the breakup of the India hand sanitizer market based on pack size?
8. What is the breakup of the India hand sanitizer market based on the distribution channel?
9. What is the breakup of the India hand sanitizer market based on the end-use?
10. What are the key regions in the India hand sanitizer market?
11. Who are the key players/companies in the India hand sanitizer market?

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