

North America Hand Sanitizer Market Report by Type (Alcohol- Based, Non-Alcoholic), Ingredient (Natural, Organic, Synthetic), Product Form (Gel, Liquid, Foam, Spray, and Others), Pack Size (Small, Medium, Large), Distribution Channel (Pharmacies, Supermarkets and Hypermarkets, Departmental Stores, Online, and Others), End-Use (Hospitals, Households, Restaurants and Hotels, and Others), and Country 2024-2032

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Abstracts

The North America hand sanitizer market size reached US\$ 2.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.6 Billion by 2032, exhibiting a growth rate (CAGR) of 2.6% during 2024-2032.

Hand sanitizer is an effective alternative to soap and water in killing infectious agents or pathogens that can be transmitted via hands. Additionally, hand sanitizers offer high portability and provide convenient usage at remote places where soap and water are inaccessible. Based on such benefits, it is widely used across educational institutes, healthcare facilities, eateries, public places, and households across North America.

Since early 2020, the COVID-19 pandemic, has exponentially augmented the usage of hand sanitizers for curbing the risks of infection. As of mid-April 2020, The United States represented the epicenter of the global coronavirus outbreak with nearly 650,000 infections and over 32,000 deaths. Canada during the same period had over 28,000 cases and over 1000 deaths. This has resulted in a sharp increase in the demand of hand sanitizers across the region. Furthermore, the increasing consumer awareness towards maintaining good personal hygiene has also led to growing product utilization

among the region's population. Additionally, easy availability of hand sanitizers coupled with rising online sales through e-commerce channels, such as Amazon, eBay, etc., are also driving the market for hand sanitizers in North America. Moreover, due to the changing consumer preferences, several manufacturers are introducing innovative product variants in the form of sprays, wipes, foam, etc., with pleasant fragrances, thereby attracting a wider customer base. In line with this, the rising influx of organic products has also led to the launch of newer products in the market. For instance, a Los Angeles-based personal care company, Vegamore, has recently launched organic hand sanitizer spray that is 100% vegan with natural ingredients, such as marula oil and aloe-vera. Moreover, growing number of promotional campaigns, such as the "Clean Hands" campaign by the US Centers for Disease Control and Prevention (CDC) along with several initiatives by North American authorities, FDA and WHO, for creating awareness related to hand hygiene has further augmented the demand for hand sanitizers in the region.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America hand sanitizer market report, along with forecasts at the regional and country level from 2024-2032. 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 Country

United States

Canada

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being, Ecolab, Gojo Industries, Inc, Henkel AG & Co. KGaA, Reckitt Benckiser Group plc, Procter & Gamble Company, S.C. Johnson & Son, Inc, Edgewell Personal Care LLC, Unilever US, Inc, Vi-Jon Group, etc.

Key Questions Answered in This Report:

How has the North America Hand Sanitizer market performed so far and how will it perform in the coming years?

- What has been the impact of COVID-19 in the North America hand sanitizer industry?
- What is the breakup of the market based on the country?
- What is the breakup of the market based on the product type?
- What is the breakup of the market based on the ingredient?
- What is the breakup of the market based on the product form?
- What is the breakup of the market based on the pack size?
- What is the breakup of the market based on the distribution channel?
- What is the breakup of the market based on the end-use?
- What are the various stages in the value chain of the industry?
- What are the key driving factors and challenges in the market?
- What is the structure of the North America hand sanitizer market and who are the key players?
- What is the degree of competition in the market?

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