

Hand Sanitizer Market based on Product (Gel, Foam, Liquid, and Others), End-User (Healthcare, Hospitality, Residential, Corporate, Government & Military, and Education), Distribution Channel (Hypermarket & Supermarket, Specialty Store, Drugs Store, and Online) and Geography – Global Forecast up to 2027

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Abstracts

From the time of the COVID-19 pandemic, the hand sanitizer market has been witnessing rapid growth and is anticipated to increase for the next two years and start to control after 2022. To minimize the spread of disease, the pandemic has increased focus on the significance of washing hands as a cost-beneficial and straightforward solution. To initiate handwashing habits World Health Organization emphasized the requirement to focus on longer-term uptake. However, the rising concerns over toxicity in hand sanitizers might hamper the market growth. Hand sanitizer is a liquid antiseptic used as a substitute for soap and water. These hand sanitizers are available in the form of foam, gel, or liquid. Also, hand sanitizing wipes are available in the market as a substitute to liquid or gel hand sanitizers. Through hand transmission, various diseases are caused, such as nosocomial food-borne illness and others; hence to avoid the transmission of infection, sanitizers are used. The Hand Sanitizer Market is projected to grow at the rate of 12% CAGR by 2027.

Hand Sanitizer Market based on Product

Gel

Foam

Liquid

Others

Hand Sanitizer Market based on End User

Healthcare

Hospitality

Residential

Corporate

Government & Military

Education

Hand Sanitizer Market based on Distribution Channel

Hypermarket & Supermarket

Specialty Store

Drugs Store

Online

Hand Sanitizer Market based on Geography

North America

Europe

Asia Pacific

Rest of the World

On the basis of product, the gel-based segment is happening to hold the major share in the hand sanitizer market. Gel sanitizers are generally thin and liquid in the formulation and therefore offer the convenience of getting spread easily and enter into the skin to kill most of the bacteria. Easy product obtainability and broader acceptance of this type of hand sanitizer are propelling the growth of the segment in the market in the last few years.

In terms of end-users, the healthcare segment is registered the maximum share in the hand sanitizer market. This is due to the increasing awareness regarding contagious infections and the prominence of maintaining hand hygiene among individuals in hospitals; the hand sanitizer products in the healthcare sector have increased. Particularly, gel-based sanitizers are observing huge demand in healthcare settings.

The online distribution channel segment is predictable to witness rapid growth in the market based on the distribution channel. The growth is ascribed to the rising impact of digital media and marketing. Growing internet penetration in several countries such as China, India, Mexico, and Brazil have established online sales channels. In addition, online retailers are emphasizing the continuous availability of personal care products across the world.

The North America region is valued to lead the hand sanitizer market share during the forecast period. This is due to the surging awareness about health and hygiene maintenance by most people in the region and extensive product availability with growing online and offline channels.

As per the WHO, the number of the population who die from chronic diseases and infections is more. The majority is the elderly population, and shifts in societal behavior are responsible for the steady growth in these usual and costly long-term health problems. This has increased the utilization of hand sanitizer, which drives the global growth of this market. The pandemics have distinctly exhibited the speed at which infections spread across the world.

This report gives the profiles of companies leading the hand sanitizer market, including The Himalaya Drug Co., Reckitt Benckiser Group Plc, Godrej Consumer Products Ltd., Dabur India Ltd., GOJO Industries Inc., 3M Co., Emami Ltd., ITC Ltd., Marico Ltd., and Hindustan Unilever Limited.

Henceforth, in the rising incidence of contagious infections, hand sanitizer has a major role also in controlling the spread of diseases. In recent years, hand sanitizers have become more effective when compared to conventional soaps to kill germs, bacteria, and other harmful particles.

This report gives a comprehensive perception of factors that will drive hand sanitizer market growth.

This report focuses on accurate estimations of future trends and changes in consumer behavior and preferences.

The penetration of the hand sanitizer market across regions such as North America, Asia Pacific, Europe, and the rest of the world is provided in the report.

A complete analysis of the market's competitive outlook and detailed information on market vendors is also mentioned in the market report.

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