

Europe Hand Sanitizer Market By Product Types (Gel, Spray, Foam), End-user (Hospitals, Hotels & Restaurants, Residential), Sales Channels (Departmental Store & Supermarkets, Pharmacies, Online Store) By Country, Industry Analysis and Forecast, 2019 - 2025

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Abstracts

The Europe Hand Sanitizer Market would witness market growth of 11.5% CAGR during the forecast period (2020-2026).

Hand sanitizers are antiseptic or disinfectant which are in the form of gels, foams, sprays, or in liquid forms, and are used instead of washing hands. The hand sanitizers are considered to be much more effective over regular soaps and can kill more microorganisms than soaps do. There are three types of hand sanitizers most popular in the market, and they are alcohol based, triclosan based and quaternary ammonium compounds based. Alcohol based sanitizers contain ethanol and are significantly more effective than non-alcoholic sanitizers. Also, these sanitizers are quite effective against almost all kinds of fungal organisms and viruses. Triclosan are known to have antibacterial properties and are widely used in wide range of products such as deodorant based soaps, toothpastes and mouth washes.

The global marketplace is experiencing a high demand for health and wellness items like sanitizers, floor cleaning items, and other cleaning products that compress the effect of infectious diseases such as COVID-19—a global pandemic experienced by nearly all countries — and others. The COVID-19 outbreak, commonly referred to as coronavirus in the year 2020, has boosted the global sale of hand sanitizers.

Adoption of hand sanitizers is gaining popularity due to the ease of cleaning hands without using water. Also, the availability of the wide range of products in a wide variety of form factors such as gels, lotions, as well as dispenser formats including portable bottles and sprays, and fixed manual and touch-free dispensers have also driven the market growth. Dedicated marketing and promotional campaigns have been successful in positioning hand sanitizers as the first level of defense against most of the infectious diseases. Nonetheless, the growing concerns over flammability, toxicity, and the detrimental effect of alcohol-based products on the skin have contributed to the demand for non-alcoholic hand sanitizers.

Based on Product Types, the market is segmented into Gel, Spray, Foam, and Others. Based on End-User, the market is segmented into Hospitals, Hotels & Restaurants, Residential, and Others. Based on Sales Channels, the market is segmented into Departmental Store & Supermarkets and Distribution Agencies, Pharmacies, Online Store, and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Reckitt Benckiser Group PLC, 3M Company, Sanofi S.A., The Procter and Gamble Company, Unilever Plc., GOJO Industries, Inc., L Brands, Inc. (Bath & Body Works, LLC), S.C.Johnson and Son, Inc., Henkel AG & Company, KGaA and Kimberly-Clark Corporation.

Scope of the Study

Market Segmentation:

By Product Types

Gel

Spray

Foam

Others

By End-User

Hospitals

Hotels & Restaurants

Residential

Others

By Sales Channels

Departmental Store & Supermarkets

Pharmacies

Online Store

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Reckitt Benckiser Group PLC

3M Company

Sanofi S.A.

The Procter and Gamble Company

Unilever PLC

GOJO Industries, Inc.

L Brands, Inc. (Bath & Body Works, LLC)

S.C.Johnson and Son, Inc.

Henkel AG & Company, KGaA

Kimberly-Clark Corporation

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