

Europe Hand Wash Market By Distribution Channels (Hypermarkets, Retailers, Online and Other Channels) By End User (Commercial Sector and Residential Sector) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Hand wash Market would witness market growth of 6.7% CAGR during the forecast period (2020-2026).

Continuous technological advances and innovations in the hand wash manufacturing process, such as the introduction of organic hand wash, will result in an outburst selling of hand wash around the world. Numerous manufacturers emphasize the implementation of various strategies, including the launch of new products, the expansion of distribution channels, and the increase of their footprints in the market to gain a competitive advantage over other top players. All of these factors will create countless opportunities for growth in the global hand wash market.

Increasing awareness of the importance of hand hygiene in infection prevention is one of the main factors driving the industry. In addition, the increase in the number of influenza-like diseases, such as COVID-19, has increased the importance of regular hand-washing practices among people around the globe. The growing importance of daily handwashing behavior has set the stage for the market.

Constant hand washing is considered to be one of the easiest and most effective methods of preventing common diseases and infections. Hands are unconsciously used to touch other people, objects, and our own self, and therefore a strong focus has been placed on ensuring that hands are clean when it comes to preventing the spread of disease-carrying germs.

Hand wash products have been gaining traction among customers as these items have been found more successful in providing deep handwashing compared to other alcohol-based disinfectants and sanitizers. According to research conducted by the U.S. Department of Health & Human Services (HHS), hand sanitizers can decrease the number of microbes on the hands in such circumstances, but may not remove all types of germs, such as cryptosporidium, norovirus, and clostridium difficile, which can trigger serious diarrhea. On the other hand, washing reduces the maximum amount of pesticides, germs, dirt, and metal from the hand.

Based on Distribution Channels, the market is segmented into Hypermarkets, Retailers, Online and Other Channels. Based on End User, the market is segmented into Commercial Sector and Residential Sector. 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 Johnson & Johnson, Unilever PLC, The Procter and Gamble Company, S.C. Johnson and Son, Inc. (The Caldrea Company), Beiersdorf AG, Reckitt Benckiser Group PLC, 3M Company, Henkel AG & Company, KGaA, Alticor Inc. (Amway Corporation), and Lion Corporation.

Scope of the Study

Market Segmentation:

By Distribution Channels

Hypermarkets

Retailers

Online and

Other Channels

By End User

Commercial Sector and

Residential Sector

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Johnson & Johnson

Unilever PLC

The Procter and Gamble Company

S.C. Johnson and Son, Inc. (The Caldrea Company)

Beiersdorf AG

Reckitt Benckiser Group PLC

3M Company

Henkel AG & Company, KGaA

Alticor Inc. (Amway Corporation)

Lion Corporation

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