

# **Global Smartphone Sanitizer Market By Product (Phone Sanitizing Devices, Phone-cleaning Wipes and Microfiber Cleaning Stickers), By Distribution Channel (Online and Offline), By Region, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Global Smartphone Sanitizer Market size is expected to reach \$366 Million by 2026, rising at a market growth of 12.1% CAGR during the forecast period. Expanding consumers' awareness with respect to proper hygiene and sanitization of their personal belongings, for example, smartphones, as they are prone to bacteria or germs contamination is probably going to drive the interest for smartphone sanitizer over the forecast period.

A smartphone sanitizer is an item that is utilized to clean or disinfect the surface of a smartphone in a thorough manner. A smartphone sanitizer can be as easy as disinfectant wipes or as advanced as UV sanitizer devices, which target microorganisms, dust, and debris to avert breakouts and the spread of germs. Because of the regular utilization of smartphone, these devices become a hotbed for microscopic organisms and infections. The researchers at the University of Arizona found that the average person's smartphone is 10 times dirtier than a toilet seat. However, genuine smartphone sanitizers can keep them clean.

Some UV smartphone sanitizer eliminates microscopic organisms as well as provides fast-speed charging to the smartphone. With the current outbreak of the novel coronavirus (COVID-19), the majority of the individuals are taking additional preventive measures by washing as well as sanitizing their hands, wearing a face mask, and continually sanitizing regular areas, for example, kitchen and washrooms. However, many people don't know that electronic devices and their personal belongings can hold a larger number of germs than the toilet. According to the Centers for Disease Control and Prevention (CDC), cleaning or sanitizing electronic devices, for example,

smartphones, through alcohol-based wipes or sprays, which contain a minimum of 70% alcohol or utilizing UV sanitizer box can prevent the spreading of germs and even novel coronavirus.

Based on Product, the market is segmented into Phone Sanitizing Devices, Phone-cleaning Wipes and Microfiber Cleaning Stickers. Based on Distribution Channel, the market is segmented into Online and Offline. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include The Clorox Company, Limestone Labs Limited (CleanSlate UV), HoMedics, Inc. (FKA Distributing Co., LLC), CASETiFY, Lexon Oblio, Shenzhen Leadingplus Electronic Co., Ltd., Totallee, Pristine Screens LLC, Digimore Electronics Co., Ltd. and PhoneSoap LLC.

#### Strategies deployed in Smartphone Sanitizer Market

Sep-2020: CleanSlate UV signed an agreement with Bay Stores. Following this agreement, Hudson's Bay stores are installing touch-free sanitizers using medical-grade UV rays to sanitize objects like cell phones, wallets, keys, and bank cards, in only 20 seconds. The CleanSlate UV Sanitizers are located at key entry and exit points in select Hudson's Bay stores across British Columbia, Alberta, Ontario and Quebec. CleanSlate's UV Sanitizers eliminate at least 99.999% of harmful bacteria found on common handheld items.

Jun-2020: CASETiFY launched the new sanitizing device, which uses four built-in mercury-free lamps that emit UV-C light that can kill 99.9 percent of germs and bacteria on phone. With its advanced 360-degree technology, the UV Sanitizer Lite can get into all the cracks and crevices to ensure whether the smartphone is safe to hold in the hands and against face.

May-2020: CASETiFY collaborated with Sanrio's Hello Kitty for two capsule collections featuring adorable accessories that are compatible with the iPhone, Apple Watch, AirPods 1/2, AirPods Pro, MacBooks, iPads, and more. The food-themed Mini Mart Collection, which features special edition Floaty Cases, fruit sticker and milk case-style designs and more. The Signature Collection features classic designs such as red bow, blue jumper, and LBW (little black whiskers) on tons of accessories. Additionally, the collection would also introduce the 2-in-1 Grip Stand and a UV tech sanitizer.

Mar-2020: CASETiFY introduced a UV Smartphone Sanitizer. The sanitizer uses UV light to destroy 99.9 per cent of germs that live on a phone's surface. It can fit easily in a backpack or handbag, and also has a handy wireless charging function that can charge up the device as it cleans it.

Apr-2020: Totallee unveiled a UV phone sanitizer, which uses UVB and UVC rays to kill germs and bacteria. It doubles as a wireless charger, offering 10W for Samsung phones and 7.5W for iPhones.

Scope of the Study

Market Segmentation:

By Product

Phone Sanitizing Devices

Phone-cleaning Wipes

Microfiber Cleaning Stickers

By Distribution Channel

Online

Offline

By Geography

North America

- o US
- o Canada
- o Mexico
- o Rest of North America

Europe

- o Germany
- o UK

- o France
- o Russia
- o Spain
- o Italy
- o Rest of Europe

#### Asia Pacific

- o China
- o Japan
- o India
- o South Korea
- o Singapore
- o Australia
- o Rest of Asia Pacific

#### LAMEA

- o Brazil
- o Argentina
- o UAE
- o Saudi Arabia
- o South Africa
- o Nigeria
- o Rest of LAMEA

#### Companies Profiled

The Clorox Company

Limestone Labs Limited (CleanSlate UV)

HoMedics, Inc. (FKA Distributing Co., LLC)

CASETiFY

Lexon Oblio

Shenzhen Leadingplus Electronic Co., Ltd.

Totallee

Pristine Screens LLC

Digimore Electronics Co., Ltd.

PhoneSoap LLC

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