

India Hand Sanitizer Market - Forecasts from 2020 to 2025

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Abstracts

The Indian hand sanitizer market is valued at nearly US\$16 million in 2019 and expected to grow at a double-digit CAGR during the forecast period. Sanitizers are used to decrease infectious agents on the hands and with the increasing awareness about health hygiene the market is expected to witness substantial growth. Growing inclination towards health and wellness coupled with the rising personal healthcare expenditure is expected to drive the growth of the market during the forecast period. In addition, increasing demand for convenience products, rapid urbanization and modernization and rising need for germ protection is further triggering the demand for hand sanitizer in the country. Furthermore, expanding the e-retailing business in the country and increasing investment by giants like Amazon and Wal-Mart also propels the market growth opportunities for hand sanitizer business in the country. However, the dependency of FMCG products such as detergents and personal soaps is expected to hinder the growth of the market in the coming years.

Increasing healthcare spending

It is considered as one of the prime drivers for the growth of the market. According to the Organisation for Economic Co-operation and Development data, the per capita healthcare spending in the country has increased from 163.5 USD in 2012 to nearly 225 USD by the end of 2018. Favorable government measures are also opening up the ways for new players to enter the market with huge potential. For instance, the government of India is aiming to increase healthcare spending to 3% of the GDP by the end of 2022.

Competitive Insights

Prominent key market players in the Indian hand sanitizer market include Dettol, Lifebuoy, Godrej and ITC among others. At present, Dettol and Lifebuoy holds a significant share in the market and are adopting various growth strategies such as new product launches, M&A, and partnerships to expand their footprint in the country. For instance, recently Lifebuoy launched two new variants of its hand sanitizer. Such product launches are expected to serve as a solid foundation that will further strengthen Lifebuoy's solution development capabilities in the country. Also in September 2018, Fast-moving consumer goods firm ITC Ltd entered the hand sanitizer segment with the launch of Savlon pen sanitizer spray. It is considered as a move towards augmenting the company's hygiene portfolio which currently has hand wash and soaps. Major players in the Indian hand sanitizer market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last year. The company profiles section details the business overview, financial performance (public companies) for the past few years, key products and services being offered along with the recent deals and investments of these important players in the Indian hand sanitizer market.

Segmentation:

By Product

Gel

Foam

Spray

Others

By Capacity

Less than 100ml

More than 100ml

By Distribution Channel

Online

Offline

Departmental Store

Pharmacy Store

Others

By Cities

New Delhi

Mumbai

Chennai

Bangalore

Kolkata

Others

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