

Global Personal Hygiene Market Growth 2025-2031

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Abstracts

The global Personal Hygiene market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Personal hygiene can be defined as an act of maintaining cleanliness and grooming of the external body. Maintaining good personal hygiene consists of bathing, washing your hands, brushing teeth and sporting clean clothing. Additionally, it is also about making safe and hygienic decisions when you are around others.

The increasing demand for Personal Hygiene drives the market. People awareness toward importance of hygiene, prevention of epidemic, rising disposable income, grooming, and beauty are main factors contributing to growth of market. Failure to keep up a standard of hygiene can have many implications. Not only is there an increased risk of getting an infection or illness, but there are many social and psychological aspects that can be affected. Poor personal hygiene can have significant implications on the success of job applications or the chance of promotion; no company want to be represented by someone who does not appear to be able to look after themselves. Children should be taught the importance of hygiene as early as possible, with Oral Care, washing, toilet hygiene and hair care being taught as part of everyday routines. India personal hygiene market size was estimated to grow over the forecast period. North America and Europe are expected to account for a large combined share in the market throughout the forecast period.

LP Information, Inc. (LPI) ' newest research report, the "Personal Hygiene Industry Forecast" looks at past sales and reviews total world Personal Hygiene sales in 2024,

providing a comprehensive analysis by region and market sector of projected Personal Hygiene sales for 2025 through 2031. With Personal Hygiene sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Personal Hygiene industry.

This Insight Report provides a comprehensive analysis of the global Personal Hygiene landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Personal Hygiene portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Personal Hygiene market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Personal Hygiene and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Personal Hygiene.

This report presents a comprehensive overview, market shares, and growth opportunities of Personal Hygiene market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Soap

Anti-Perspirants & Deodorants

Bath & Shower Products

Segmentation by Application:

Online

Offline

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Unilever

Johnson & Johnson

Carrefour

Reckitt Benckiser Group

Auchan

Publix

Costco

Helen of Troy

Proctor & Gamble Company

Kroger

Colgate-Palmolive Company

Key Questions Addressed in this Report

What is the 10-year outlook for the global Personal Hygiene market?

What factors are driving Personal Hygiene market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Personal Hygiene market opportunities vary by end market size?

How does Personal Hygiene break out by Type, by Application?

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