

# 2021 Hand Sanitizer Market - Size, Share, COVID Impact Analysis and Forecast to 2027

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## Abstracts

The global hand sanitizer market is expected to grow from USD 6.6 billion in 2020 to USD 7.2 billion in 2026 with varying year on year growths and resulting in a limited CAGR of 1.37%.

Consumers are increasingly shifting to hand sanitizers as a substitute to soap for washing hands, typically due to its advantage of quick wash time and availability in different forms and packages.

Companies market their hand sanitizers to kill around 99.9% germs in few seconds. This significantly lowers the probability of spreading infectious diseases among population. In particular, the role of hand sanitizer is largely observed during pandemic conditions such as COVID-19, which supports the government's target of containing the virus or bacteria from expanding further.

### Major Trends, Drivers & Challenges

Launch of eco-friendly products - Plant based, unscented, 100% pure, Vegan, Sulfate-Free, Paraben-Free, and Cruelty-Free, skin soothing aloe vera and hydrating hyaluronic acid combination products, sanitizers for baby skins, fragrance-free, non-sticky and non-drying, free of toxins, triclosan and blended with whole essential oils are being marketed.

Asia Pacific presents significant opportunities - Low cost of manufacturing, wide availability of products across ranges, growing health consciousness, demand for specialized care and the significant impact of COVID in densely populated areas and government support coupled with endorsement of global health organizations present

significant market potential for growth in Asia – Pacific markets.

Packaging innovations - To cater diverse customer ranges and applications, companies are opting for innovative packaging designs, different sizes, different forms and others.

Environmental Impact - Sanitizers comprise of triclosan chemicals, which can pose significant risk to environment. It also has significant negative impact on immune system of individuals.

### Leading Segments Information

The gel based formulation segment holds the majority market share due to the rising popularity among millennial that has increased the demand for gel form of sanitizers as they can easily be used and provide superior protection.

The North America hand sanitizer market is dominated by the US as it has huge potential with high affordability, medical awareness and large population base. Consumers have made sanitizer a part of their regular routine and opt for hygiene practices. Further, manufacturing companies invest significantly in marketing and advertising activities.

### Companies Analyzed

Colgate-Palmolive Company

Reckitt Benister

The Procter and Gamble Company

Unilever PLC

3M Company

### Segmentation

Hand Sanitizer Market, By Form

Gel-based

Liquid-based

Foam

Other

Hand Sanitizer Market, By Ingredient

Alcohol based

Non-alcohol based

Hand Sanitizer Market, By Distribution Channel

Supermarkets & Hypermarkets

Specialty Store

Drug Store

Online

Other

Hand Sanitizer Market, By Region

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe)

Asia-Pacific (China, India, Japan, South Korea, Australia, Rest of APAC)

Middle East and Africa (Saudi Arabia, South Africa, Rest of MEA)

South and Central America (Brazil, Argentina, Chile, Rest of SCA)

Report Scope-

The report- '2021 Hand Sanitizer Market - Size, Share, COVID Impact Analysis and

Forecast to 2027' presents growth projections in the Hand Sanitizer Market between 2021 and 2027 for companies operating across different types, applications, and end-user verticals.

Short-term and long-term trends affecting the market landscape are included in the research. Further, market drivers, restraints, and potential opportunities are also provided in the report.

The Hand Sanitizer Market report computes the 2020 market value in revenue terms based on the average Hand Sanitizer prices and sales/revenue models of key companies operating in the Hand Sanitizer Industry. The study forecasts the market size to 2027 for different types of Hand Sanitizer and provides respective market share and growth rates.

The study discusses technological innovations and the potential shift in demand among various products in the Hand Sanitizer Market, over the forecast period. The leading five companies in the Hand Sanitizer Industry together with their products, key strategies, and comparisons are provided.

The Hand Sanitizer Market size, share, and outlook across different types and applications are provided at geographic levels of North America, Asia Pacific, Europe, Middle East Africa, South and Central America. Further, country-level Hand Sanitizer Market value is also provided.

All recent developments in Hand Sanitizer Industry including mergers, acquisitions, contract awards, licenses, product launches, and expansion plans are included in the report.

Base Year- 2020; Forecast period: 2021- 2027

Publication frequency- Every six months

Research Methodology- Data triangulation with top-down and Bottom-up approach are used for market size

Scope of the Report -

Global Hand Sanitizer Industry size, 2020- 2027

Market trends, drivers, restraints, and opportunities

Porter's Five forces analysis

Types of Hand Sanitizer , 2020-2027

Hand Sanitizer applications and end-user verticals market size, 2020- 2027

Hand Sanitizer Market size across countries, 2020- 2027

5 leading companies in the industry- overview, key strategies, financials, and products

Latest market news and developments

Additional support -

All the data presented in tables and charts of the report is provided in a separate Excel document

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