

APAC Hand Sanitizer Market, By Product Type (Gel, Liquid, Foam and Spray), By End User (Hospitals, Households and Others (Restaurants & Hotels, Schools, etc.), By Distribution Channel (Pharmacies, Supermarkets/Hypermarkets, Departmental/Convenience Stores and Others (Online, Direct & Institutional Sales, etc.), By Country, Competition, Forecast & Opportunities, 2025

<https://marketpublishers.com/r/AF7D15AFDA9CEN.html>

Date: August 2020

Pages: 82

Price: US\$ 4,000.00 (Single User License)

ID: AF7D15AFDA9CEN

Abstracts

APAC hand sanitizer market is projected to witness a CAGR of around 17% during 2021 – 2025 due to rising awareness about healthy lifestyle & wellness, spread of COVID-19, shifting consumer preference towards convenient hygiene products, increasing product variants, and rising disposable income across the region. Moreover, strong marketing activities by leading brands, increase in urban population, etc., are some of the other drivers of Asia-Pacific hand sanitizer market. Also, increasing usage of hand sanitizers while travelling, when soap and water are not available, is boosting overall consumption of hand sanitizers.

Asia-Pacific hand sanitizer market is categorized into By Product Type, By Distribution Channel, By End User, By Country and By Company. In terms of Product Type, the market is categorized into Gel, Liquid, Foam and Spray, among which Gel based segment is expected to continue its market dominance during the forecast period as it gets easily absorbed into the skin while killing most of the bacteria and viruses.

In terms of distribution segmentation, the market is categorized into Pharmacy Stores, Supermarkets/Hypermarkets, Departmental/Convenience Stores and Others.

Supermarket/Hypermarkets segment captured the largest market share in 2019 and the segment is anticipated to lead the market throughout the forecast period as growing number of consumer prefer to shop from supermarkets for easy availability of different products under one roof.

China dominated APAC hand sanitizer market in 2019, followed by Japan. Both the countries are expected to continue their dominance in the region's hand sanitizer market due to large population, high consumer awareness, comparatively higher income levels and rising consumption of hand sanitizer among young adults. Few of the major players operating in APAC hand sanitizer market include Reckitt Benckiser (India) Ltd., Hindustan Unilever Ltd., 3M Company, Himalaya Drug Company Pvt. Ltd., ITC Ltd., among others.

Years considered for this report:

Historical Years: 2015 - 2018

Base Year: 2019

Estimated Year: 2020E

Forecast Period: 2021F - 2025F

Objective of the Study:

To analyze and forecast the market size of Asia-Pacific hand sanitizer products market

To classify and forecast Asia-Pacific hand sanitizer products market based on product type, by end user, by distribution channel, regional distribution and by company.

To identify drivers and challenges for Asia-Pacific hand sanitizer products market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Asia-Pacific hand sanitizer market

To conduct pricing analysis for Asia-Pacific hand sanitizer market

To identify and analyze the profile of leading players involved in the Asia-Pacific hand sanitizer products market

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of hand sanitizer manufacturers across the region. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzing the service offerings, distribution channels and presence of all major manufacturers across the region.

TechSci Research calculated the market size of Asia-Pacific hand sanitizer products market using a top-down approach, wherein data for various product types was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Hand Sanitizer products manufacturers, suppliers, and distributors

Organizations, forums and alliances related to Hand Sanitizer products market

Government bodies such as regulating authorities and policy makers

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Asia-Pacific Hand Sanitizer market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Product Type

Gel

Liquid

Spray

Foam

Market, By End User

Household

Hospital

Others (includes Restaurants & Hotels, Schools, etc.)

Market, By Distribution Channel

Supermarkets/Hypermarkets

Pharmacies

Departmental/Convenience Stores

Others (Online, Direct & Institutional Sales, etc.)

Market, By Country:

China

India

Japan

Australia

South Korea

Indonesia

Taiwan

Malaysia

Singapore

Thailand

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Asia-Pacific Hand Sanitizer market.

Available Customizations

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. ASIA PACIFIC HAND SANITIZER MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Gel, Liquid, Spray and Foam)

5.2.2. By Distribution Channel (Pharmacy Stores, Supermarkets/Hypermarkets, Departmental/Convenience Stores and Others)

5.2.3. By End User (Household, Hospitals and Others)

5.2.4. By Country

5.2.5. By Company (2019)

5.3. Market Attractiveness Index

5.4. Pricing Analysis

6. CHINA HAND SANITIZER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

6.2.3. By End User

6.3. Pricing Analysis

7. INDIA HAND SANITIZER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

- 7.2.1. By Product Type
- 7.2.2. By Distribution Channel
- 7.2.3. By End User
- 7.3. Pricing Analysis

6. JAPAN HAND SANITIZER MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Distribution Channel
 - 8.2.3. By End User
- 8.3. Pricing Analysis

9. AUSTRALIA HAND SANITIZER MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Distribution Channel
 - 9.2.3. By End User
- 9.3. Pricing Analysis

10. SOUTH KOREA HAND SANITIZER MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Distribution Channel
 - 10.2.3. By End User
- 10.3. Pricing Analysis

11. INDONESIA HAND SANITIZER MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value

- 11.2. Market Share & Forecast
 - 11.2.1. By Product Type
 - 11.2.2. By Distribution Channel
 - 11.2.3. By End User
- 11.3. Pricing Analysis

12. TAIWAN HAND SANITIZER MARKET OUTLOOK

- 12.1. Market Size & Forecast
 - 12.1.1. By Value
- 12.2. Market Share & Forecast
 - 12.2.1. By Product Type
 - 12.2.2. By Distribution Channel
 - 12.2.3. By End User
- 12.3. Pricing Analysis

13. MALAYSIA HAND SANITIZER MARKET OUTLOOK

- 13.1. Market Size & Forecast
 - 13.1.1. By Value
- 13.2. Market Share & Forecast
 - 13.2.1. By Product Type
 - 13.2.2. By Distribution Channel
 - 13.2.3. By End User
- 13.3. Pricing Analysis

14. SINGAPORE HAND SANITIZER MARKET OUTLOOK

- 14.1. Market Size & Forecast
 - 14.1.1. By Value
- 14.2. Market Share & Forecast
 - 14.2.1. By Product Type
 - 14.2.2. By Distribution Channel
 - 14.2.3. By End User
- 14.3. Pricing Analysis

15. THAILAND HAND SANITIZER MARKET OUTLOOK

- 15.1. Market Size & Forecast

- 15.1.1. By Value
- 15.2. Market Share & Forecast
 - 15.2.1. By Product Type
 - 15.2.2. By Distribution Channel
 - 15.2.3. By End User
- 15.3. Pricing Analysis

16. MARKET DYNAMICS

- 16.1. Drivers
- 16.2. Challenges

17. VALUE CHAIN ANALYSIS

18. MARKET TRENDS & DEVELOPMENTS

19. COMPETITIVE LANDSCAPE

- 19.1. Players Profiled (Leading Companies)
 - 19.1.1. Reckitt Benckiser Group plc
 - 19.1.2. GOJO Industries, Inc.
 - 19.1.3. The Himalaya Drug Company
 - 19.1.4. Chattem, Inc.
 - 19.1.5. ITC Limited
 - 19.1.6. The Procter & Gamble Company
 - 19.1.7. Unilever Group
 - 19.1.8. Ecolab
 - 19.1.9. Kutol Products Co Inc
 - 19.1.10. Henkel AG & Co. KGaA

20. STRATEGIC RECOMMENDATIONS

(Note: The companies list can be customized based on the client requirements.)

List Of Figures

LIST OF FIGURES

Figure 1: Asia-Pacific Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 2: Asia-Pacific Hand Sanitizer Market Share, By Product Type, By Value 2015–2025F

Figure 3: Asia-Pacific Hand Sanitizer Market Size, By Product Type, By Value 2015–2025F

Figure 4: Asia-Pacific Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 5: Asia-Pacific Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 6: Asia-Pacific Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 7: Asia-Pacific Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 8: Asia-Pacific Hand Sanitizer Market Share, By Country, By Value, 2015–2025F

Figure 9: Asia-Pacific Hand Sanitizer Market Size, By Country, By Value, 2015–2025F

Figure 10: Asia-Pacific Hand Sanitizer Market Share, By Company, By Value, 2015–2025F

Figure 11: Asia-Pacific Hand Sanitizer Market Size, By Company, By Value, 2015–2025F

Figure 12: China Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 13: China Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 14: China Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 15: China Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 16: China Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 17: China Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 18: China Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 19: India Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 20: India Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 21: India Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 22: India Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 23: India Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 24: India Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 25: India Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 26: Japan Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 27: Japan Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 28: Japan Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 29: Japan Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 30: Japan Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 31: Japan Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 32: Japan Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 33: Australia Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 34: Australia Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 35: Australia Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 36: Australia Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 37: Australia Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 38: Australia Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 39: Australia Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 40: South Korea Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 41: South Korea Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 42: South Korea Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 43: South Korea Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 44: South Korea Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 45: South Korea Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 46: South Korea Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 47: Singapore Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 48: Singapore Hand Sanitizer Market Share, By Product Type, By Value,

2015–2025F

Figure 49: Singapore Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 50: Singapore Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 51: Singapore Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 52: Singapore Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 53: Singapore Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 54: Thailand Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 55: Thailand Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 56: Thailand Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 57: Thailand Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 58: Thailand Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 59: Thailand Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 60: Thailand Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 61: Indonesia Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 62: Indonesia Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 63: Indonesia Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 64: Indonesia Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 65: Indonesia Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 66: Indonesia Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 67: Indonesia Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 68: Malaysia Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 69: Malaysia Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 70: Malaysia Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 71: Malaysia Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 72: Malaysia Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 73: Malaysia Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 74: Malaysia Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

Figure 75: Taiwan Hand Sanitizer Market Size, By Value (USD Million), 2015–2025F

Figure 76: Taiwan Hand Sanitizer Market Share, By Product Type, By Value, 2015–2025F

Figure 77: Taiwan Hand Sanitizer Market Size, By Product Type, By Value, 2015–2025F

Figure 78: Taiwan Hand Sanitizer Market Share, By End User, By Value 2015–2025F

Figure 79: Taiwan Hand Sanitizer Market Size, By End User, By Value 2015–2025F

Figure 80: Taiwan Hand Sanitizer Market Share, By Distribution Channel, By Value, 2015–2025F

Figure 81: Taiwan Hand Sanitizer Market Size, By Distribution Channel, By Value, 2015–2025F

COMPANIES MENTIONED

1. Reckitt Benckiser Group plc
2. GOJO Industries, Inc.
3. The Himalaya Drug Company
4. Chattem, Inc.
5. ITC Limited
6. The Procter & Gamble Company
7. Unilever Group
8. Ecolab Inc.
9. Kutol Products Co Inc
10. Henkel AG & Co. KGaA

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