

India Surface Disinfectant Products Market, By Product Type (Liquid, Wipes, Spray), By Type (Ready-To-Use, Concentrates), By End User (Healthcare, HORECA, Education, Residential, Others (Retail, Offices/Property Management, etc.)) By Distribution Channel (Grocery Stores, Online, Supermarkets/Hypermarkets, Departmental Stores, and Others (Distributors/Dealers, Direct Sales, etc.)), By Region, By Company, Forecast, and Opportunities, 2018-2028F

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Abstracts

India Surface Disinfectant Products Market is anticipated to grow at an impressive CAGR during the forecast period. The market is driven by rising hygiene awareness, increased risk of COVID-19, and consumer preference towards eco-friendly products.

Due to the increase in the worldwide pandemic, the market is expanding due to the increased utility of keeping regularly touched surfaces sterilized. The industry has grown as the rising consumer awareness to maintain hygienic conditions in living spaces and families has increasing importance. In addition, increased safety and health requirements in the workplace, new product launches, and an increase in healthcare-associated infections (HAI) are all contributing to the growth of the surface disinfectant market in India.

The lack of water in major Indian cities like Mumbai, Delhi, Kolkata, and Chennai leads to a huge demand for surface disinfectants, which use less to no water. As a result,

numerous producers are making cleaning agents that use less water. For instance, Diversey introduced the TASKI Fresh and Clean Urinal Screen and Good Sense Odor Eliminator for restrooms in 2021. These products can reduce odors and save up to 12,000 liters of water annually.

Due to the rise in contagious diseases, people in India are becoming more conscious of basic hygiene, which has significantly increased the demand for cleaning supplies. India has the second-highest rate of child casualties in Southeast Asia, according to the WHO, due to inadequate hygienic conditions. In addition, India's poor sanitation and hygiene standards annually cause over 100,000 child deaths and an enormous cost of USD 54 billion. Due to this, the market for surface disinfectants is increasing as people are getting aware of the adverse effects of not using the disinfectant.

Government Initiatives are Fueling the Market Demand

To raise awareness about sanitation and hygiene in homes, communities, and schools, many organizations in India are putting together sanitation initiatives. One such initiative, called 'Right to Sanitation,' is run by Charities Aid Foundation (CAF) India in collaboration with donors and civil society organizations. The initiative is built on a holistic model that emphasizes building toilets to solve issues with health and cleanliness. The program is built on three pillars: building toilets, educating people about sanitation and hygiene, and maintaining the facilities for sustainability.

Another body that has created thorough standards for hospitals and healthcare professionals is the National Accreditation Board for Hospitals and Healthcare Providers. If the hospital doesn't meet the standards, this organization can streamline its operations.

Increasing Healthcare Associated Infections Drives the Market Growth

The market for surface disinfectants is expanding as healthcare-associated infections (HAI) occur more frequently. According to the World Health Organization, HAI is the main reason why hospitalized patients suffer morbidity and mortality. According to estimations by the World Health Organization, the prevalence of HAI in poor nations like India was predicted to be 14.7% in 2020 or 22.5 infections per 1000 intensive care unit (ICU) days. It is anticipated that the high use of surface disinfectants to lower pathogen concentration levels for avoiding HAI will propel market expansion in India.

Demand from Food Processing Rising the Market Growth

The food processing sector in India is among the largest in the world and is expected to provide about 9 million jobs. To prevent microbiological contamination and boost plant productivity, keeping a clean and hygienic environment is a major concern in the food processing business. India's food industry attracted USD 4.18 billion in foreign direct investments between April 2014 and March 2020. The government's Make-in-India initiatives has given the food processing industry, top priority and encouraged investment. To create the food processing supply chain, the government has also created 18 mega food parks and 134 cold chain projects. These activities will be extremely beneficial to food processing businesses, stimulating the market for surface disinfectants.

Increasing Demand for Eco-Friendly Products to Boost the Market Growth

Disinfectants are used to sanitize surfaces as well as to safeguard public health. To reduce their reliance on synthetic chemicals, the major market producers are switching to the production of green surface disinfectants. The demand for green chemicals is growing because improper disposal of harmful disinfectants can result in their introduction into lakes, streams, and other water bodies, potentially with harmful effects on human health and the environment.

Market Segmentation

India's surface disinfectant products market is segmented into product type, type, , end user, distribution channel, and region. In terms of product type, the market is fragmented into liquid, wipes, and spray. By type, the market is divided into ready-to-use and concentrates. In terms of end user, the market is segmented into healthcare, HORECA, education, residential, and others. And by distribution channels, the market is segmented into grocery stores, online, supermarkets/hypermarkets, departmental stores, and others.

Market Players

Reckitt Benckiser (India) Limited, 3M India Limited, Ecolab Food Safety and Hygiene Solutions Pvt Ltd, Clorox Limited, ITC Limited, SC Johnson Product Pvt. Ltd, Henkel Adhesives Technologies India Private Limited, Procter & Gamble Hygiene & Health Care Limited, Hindustan Unilever Limited, and Diversey India Hygiene Pvt. Ltd. are the major market players in India Surface Disinfectant Products Market.

Report Scope:

In this report, India surface disinfectant products market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Surface Disinfectant Products Market, by Product Type:

Liquid

Wipes

Spray

India Surface Disinfectant Products Market, by Type:

Ready-to-Use

Concentrates

India Surface Disinfectant Products Market, by End User:

Healthcare

HORECA

Education

Residential

Others

India Surface Disinfectant Products Market, by Distribution Channel:

Grocery Stores

Online

Supermarkets/Hypermarkets

Departmental Stores

Others

India Surface Disinfectant Products Market, by Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India surface disinfectant products 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

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