

# **Global Health & Hygiene Market (Personal Care, Consumer Tissue & Professional Hygiene): Insights & Forecast with Potential Impact of COVID-19 (2021-2025)**

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## **Abstracts**

The global health & hygiene market is forecasted to reach US\$187.90 billion by 2025, witnessing growth at a CAGR of 4.50%, over the period 2021-2025. Growth in the health & hygiene market has accrued due to increasing geriatric population, surging millennial spending, accelerating growth rates of infectious diseases across the world, upsurge in the healthcare expenditure and rising disposable income. The market is anticipated to experience certain trends like increasing penetration of hygienic and health products, escalating wellness tourism, emergence of various pandemic diseases and growing importance of sustainability. The growth of the market would be challenged by lack of knowledge about hygiene in emerging countries and impact of feminine hygiene products on environment.

The global health & hygiene market has been segmented on the basis of category and region. According to category, the market can be bifurcated into personal care and tissue. The growth potential for tissue is greatest in emerging markets, where market penetration is significantly lower than in more developed markets and where urbanization, improved infrastructure and retail are developing rapidly. Personal care market is further divided into baby care, feminine care, medical solutions and incontinence products. Whereas, the tissue is split into consumer tissue and professional hygiene.

The fastest growing regional market is Asia due to the increasing penetration of hygienic and health products such as sanitary napkins and tampons owing to the growing awareness of women's hygiene and technological advancements &

innovations in personal hygiene products. Further, the outbreak of COVID-19 pandemic has positively impacted the market growth in 2020, due to growing focus on health as well as widespread adoption of personal hygiene products to prevent and minimize the spread of the virus.

#### Scope of the report:

The report provides a comprehensive analysis of the global health and hygiene market segmented on the basis of category and region with potential impact of COVID-19.

The major regional and country markets (Asia, North America, Western Europe, Latin America, Eastern Europe and other countries) have been analyzed.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Johnson & Johnson Ltd., Procter & Gamble Corporation, Bayer AG, Kimberly-Clark Corporation, Essity AB and Unicharm Corporation) are also presented in detail.

#### Key Target Audience:

Health & Hygiene Product Manufacturers, Suppliers, Distributors and Other Stakeholders

Raw Material Suppliers

Organizations, Forums and Alliances related to Health & Hygiene

Research and Academic Institutes

Government Bodies such as Regulating Authorities and Policy Makers

## Contents

### 1. MARKET OVERVIEW

- 1.1 Introduction to Health & Hygiene
- 1.2 Various Aspects of Health
- 1.3 Types of Hygiene
- 1.4 Importance of Hygiene in F&B Service
- 1.5 Main Causes of Health and Hygiene Problems
- 1.6 Common Hygiene Related Problems

### 2. IMPACT OF COVID-19

- 2.1 Upsurge in Health & Wellness E-Commerce Sales
- 2.2 Growth in Government Spending on Healthcare
- 2.3 Rise in Health & Hygiene Product Usage

### 3. GLOBAL MARKET ANALYSIS

- 3.1 Global Health & Hygiene Market by Value
- 3.2 Global Health & Hygiene Market Forecast by Value
- 3.3 Global Health & Hygiene Market by Category
  - 3.3.1 Global Personal Care Health & Hygiene Market by Value
  - 3.3.2 Global Personal Care Health & Hygiene Market Forecast by Value
  - 3.3.3 Global Personal Care Health & Hygiene Market by Product
  - 3.3.4 Global Personal Care Health & Hygiene Product Market by Value
  - 3.3.5 Global Personal Care Health & Hygiene Product Market Forecast by Value
  - 3.3.6 Global Tissue Health & Hygiene Market by Value
  - 3.3.7 Global Tissue Health & Hygiene Market Forecast by Value
  - 3.3.8 Global Tissue Health & Hygiene Market by Type
  - 3.3.9 Global Tissue Health & Hygiene Type Market by Value
  - 3.3.10 Global Tissue Health & Hygiene Type Market Forecast by Value
- 3.4 Global Health & Hygiene Market by Region
- 3.5 Global Personal Care Market by Region
- 3.6 Global Consumer Tissue Market by Region
- 3.7 Global Professional Hygiene Market by Region

### 4. REGIONAL MARKET ANALYSIS

#### 4.1 Asia

- 4.1.1 Asia Health & Hygiene Market Forecast by Value
- 4.1.2 Asia Personal Care Market Forecast by Value
- 4.1.3 Asia Consumer Tissue Market Forecast by Value
- 4.1.4 Asia Professional Hygiene Market Forecast by Value

#### 4.2 North America

- 4.2.1 North America Health & Hygiene Market Forecast by Value
- 4.2.2 North America Personal Care Market Forecast by Value
- 4.2.3 North America Consumer Tissue Market Forecast by Value
- 4.2.4 North America Professional Hygiene Market Forecast by Value

#### 4.3 Western Europe

- 4.3.1 Western Europe Health & Hygiene Market Forecast by Value
- 4.3.2 Western Europe Personal Care Market Forecast by Value
- 4.3.3 Western Europe Consumer Tissue Market Forecast by Value
- 4.3.4 Western Europe Professional Hygiene Market Forecast by Value

#### 4.4 Latin America

- 4.4.1 Latin America Health & Hygiene Market Forecast by Value
- 4.4.2 Latin America Personal Care Market Forecast by Value
- 4.4.3 Latin America Consumer Tissue Market Forecast by Value
- 4.4.4 Latin America Professional Hygiene Market Forecast by Value

#### 4.5 Eastern Europe

- 4.5.1 Eastern Europe Health & Hygiene Market Forecast by Value
- 4.5.2 Eastern Europe Personal Care Market Forecast by Value
- 4.5.3 Eastern Europe Consumer Tissue Market Forecast by Value
- 4.5.4 Eastern Europe Professional Hygiene Market Forecast by Value

### 5. MARKET DYNAMICS

#### 5.1 Growth Drivers

- 5.1.1 Increasing Geriatric Population
- 5.1.2 Surging Millennial Spending
- 5.1.3 Accelerating Growth Rates of Infectious Diseases
- 5.1.4 Upsurge in Healthcare Expenditure
- 5.1.5 Rising Disposable Income

#### 5.2 Key Trends and Developments

- 5.2.1 Increasing Penetration of Hygiene & Health Products
- 5.2.2 Escalating Wellness Tourism
- 5.2.3 Emergence of Various Pandemic Diseases
- 5.2.4 Growing Importance of Sustainability

## 5.3 Challenges

5.3.1 Lack of Knowledge About Hygiene in Emerging Countries

5.3.2 Impact of Feminine Hygiene Products on the Environment

## 6. COMPETITIVE LANDSCAPE

### 6.1 Global Market

6.1.1 Revenue Comparison of Key Players

6.1.2 Market Capitalization Comparison of Key Players

6.1.3 R&D Comparison of Key Players

6.1.4 Global Professional Hygiene Market Share by Key Players

### 6.2 North America

6.2.1 North America Professional Hygiene Market Share by Key Players

### 6.3 Europe

6.3.1 Europe Professional Hygiene Market Share by Key Players

## 7. COMPANY PROFILES

### 7.1 Johnson & Johnson Ltd.

7.1.1 Business Overview

7.1.2 Financial Overview

7.1.3 Business Strategies

### 7.2 Procter & Gamble Corporation

7.2.1 Business Overview

7.2.2 Financial Overview

7.2.3 Business Strategies

### 7.3 Bayer AG

7.3.1 Business Overview

7.3.2 Financial Overview

7.3.3 Business Strategies

### 7.4 Kimberly-Clark Corporation

7.4.1 Business Overview

7.4.2 Financial Overview

7.4.3 Business Strategies

### 7.5 Essity AB

7.5.1 Business Overview

7.5.2 Financial Overview

7.5.3 Business Strategies

### 7.6 Unicharm Corporation

7.6.1 Business Overview

7.6.2 Financial Overview

7.6.3 Business Strategies

## List Of Figures

### LIST OF FIGURES

Interdependency of Health & Hygiene

Various Aspects of Health

Types of Hygiene

Sources of Food Contamination

Main Causes of Health and Hygiene Problems

Common Hygiene Related Problems

Health & Wellness E-Commerce Sales in the U.S. (2018-2020)

Global Government Share on Health Spending (2019-2024)

Online Sales Growth of Health & Hygiene Products in the U.S., by Category (2019 v/s 2020)

Global Health & Hygiene Market by Value (2016-2020)

Global Health & Hygiene Market Forecast by Value (2021-2025)

Global Health & Hygiene Market by Category (2020)

Global Personal Care Health & Hygiene Market by Value (2016-2020)

Global Personal Care Health & Hygiene Market Forecast by Value (2021-2025)

Global Personal Care Health & Hygiene Market by Product (2020)

Global Health & Hygiene Application Market by Value (2016-2020)

Global Personal Care Health & Hygiene Product Market Forecast by Value (2021-2025)

Global Tissue Health & Hygiene Market by Value (2016-2020)

Global Tissue Health & Hygiene Market Forecast by Value (2021-2025)

Global Tissue Health & Hygiene Market by Type (2020)

Global Tissue Health & Hygiene Type Market by Value (2016-2020)

Global Tissue Health & Hygiene Type Market Forecast by Value (2021-2025)

Global Health & Hygiene Market by Region (2020)

Global Personal Care Market by Region (2020)

Global Consumer Tissue Market by Region (2020)

Global Professional Hygiene Market by Region (2020)

Asia Health & Hygiene Market Forecast by Value (2020-2025)

Asia Personal Care Market Forecast by Value (2020-2025)

Asia Consumer Tissue Market Forecast by Value (2020-2025)

Asia Professional Hygiene Market Forecast by Value (2020-2025)

North America Health & Hygiene Market Forecast by Value (2020-2025)

North America Personal Care Market Forecast by Value (2020-2025)

North America Consumer Tissue Market Forecast by Value (2020-2025)

North America Professional Hygiene Market Forecast by Value (2020-2025)



Western Europe Health & Hygiene Market Forecast by Value (2020-2025)  
Western Europe Personal Care Market Forecast by Value (2020-2025)  
Western Europe Consumer Tissue Market Forecast by Value (2020-2025)  
Western Europe Professional Hygiene Market Forecast by Value (2020-2025)  
Latin America Health & Hygiene Market Forecast by Value (2020-2025)  
Latin America Personal Care Market Forecast by Value (2020-2025)  
Latin America Consumer Tissue Market Forecast by Value (2020-2025)  
Latin America Professional Hygiene Market Forecast by Value (2020-2025)  
Eastern Europe Health & Hygiene Market Forecast by Value (2020-2025)  
Eastern Europe Personal Care Market Forecast by Value (2020-2025)  
Eastern Europe Consumer Tissue Market Forecast by Value (2020-2025)  
Eastern Europe Professional Hygiene Market Forecast by Value (2020-2025)  
Global Population 65 Years and Above (2016-2020)  
Global Annual Aggregate Income of Millennials (2020-2035)  
Global Growth Rate of Infectious Diseases Forecast (2017-2022)  
Global Healthcare Expenditure Based on Future of Health Trends (2019-2040)  
Global GNI per Capita (2016-2020)  
Global Bath Soap Market Forecast (2018-2024)  
Global Wellness Tourism Market Forecast (2020-2027)  
Global Professional Hygiene Market Share by Key Players (2020)  
North America Professional Hygiene Market Share by Key Players (2020)  
Europe Professional Hygiene Market Share by Key Players (2020)  
Johnson & Johnson Ltd. Sales and Net Earnings (2016-2020)  
Johnson & Johnson Ltd. Sales by Segment (2020)  
Johnson & Johnson Ltd. Sales by Region (2020)  
Procter & Gamble Corporation Net Sales and Net Earnings (2016-2020)  
Procter & Gamble Corporation Net Sales by Segment (2020)  
Procter & Gamble Corporation Net Sales by Region (2020)  
Bayer AG Sales and Net Income (Loss) (2016-2020)  
Bayer AG Sales by Segment (2020)  
Bayer AG Sales by Region (2020)  
Kimberly-Clark Corporation Net Sales and Net Income (2016-2020)  
Kimberly-Clark Corporation Net Sales by Segment (2020)  
Kimberly-Clark Corporation Net Sales by Region (2020)  
Essity AB Net Sales and Profit (2016-2020)  
Essity AB Net Sales by Segment (2020)  
Essity AB Net Sales by Region (2020)  
Unicharm Corporation Net Sales and Profit (2016-2020)  
Unicharm Corporation Net Sales by Segments (2020)



## Unicharm Corporation Net Sales by Region (2020)

## List Of Tables

### LIST OF TABLES

Brief History of Pandemics (1918-2020)

Sustainability Targets for Major Players (2020-2030)

Revenue Comparison of Key Players (2020)

Market Capitalization Comparison of Key Players (2021)

R&D Comparison of Key Players (2020)

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