

Hand Sanitizer Market Size to Reach \$10.5 Billion Globally by 2030: Latest Report by Vantage Market Research

Hand Sanitizer Market Size, Share, Industry Trends, Growth, and Opportunities Analysis by 2030.

UNITED STATES, January 23, 2024 /EINPresswire.com/ -- According to Vantage Market Research, the Global [Hand Sanitizer Market](#) is estimated to be valued at USD 10.5 Billion by 2030 at an exponential growth of 6.9% in the next seven years. Increased awareness of the value of upholding cleanliness and hygiene to stop the transmission of illnesses and germs is propelling the global Hand Sanitizer market.



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Key features of the report include:

1. Market Penetration: Provides comprehensive information on the market offered by the key players.
2. Market Development: Provides in-depth information about lucrative emerging markets and analyses penetration across mature segments of the markets.
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments.
4. Market Trends: Provides comprehensive understanding of the Cumulative Impact of COVID-19, the Russia-Ukraine Conflict, and the High Inflation.
5. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players.
6. Product Development & Innovation: Provides intelligent insights on future technologies, R&D

activities, and breakthrough product developments.

There is high demand for Hand Sanitizers as consumers grow to be health-conscious and hygiene-oriented. Growth factors like convenience, portability, and effectiveness in killing germs influence consumer preferences for Hand Sanitizers over other hygiene products, propelling the industry's growth.

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The development of the Hand Sanitizer market may be impacted by a number of variables. Some of these factors include:

- The increased awareness and concern regarding transmitting infectious diseases like flu, COVID-19, and other viral or bacterial infections fuels the Hand Sanitizer industry's growth.
- The growth of the Hand Sanitizer market was affected significantly by government regulations and guidelines. For instance, during the COVID-19 pandemic, governments issued policies recommending or even mandating the usage of Hand Sanitizers in many settings like [healthcare](#) facilities, schools, and public places. Such regulations and guidelines have driven the need for Hand Sanitizers.
- Hand Sanitizers are required in massive amounts at hospitals, clinics, and long-term care homes to maintain hygiene and stop the spread of illnesses among patients and staff. Amplified demand from the healthcare sector propels the overall market growth of Hand Sanitizer.
- The availability and accessibility of Hand Sanitizers are contributing to the industry's expansion. Consumers use Hand Sanitizers if they are easily accessible in stores, workplaces, and public spaces. Industry growth might be hindered if disruptions in the supply chain or Hand Sanitizers are not readily available in the market.

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- Based on the Product segmentation, the Gel-based segment is anticipated to record the most enormous growth in the market in the estimated period.
- Furthermore, based on the Distribution Channel segmentation, the Hypermarket & Supermarket segment is expected to witness extreme market growth during the projected period.
- The market was ruled by Europe in 2022, with a market revenue of 40.6%.
- The Asia Pacific's Hand Sanitizer market is anticipated to see significant market development over the forecast period.

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- Rising adoption and availability of Hand Sanitizer dispensers at businesses and public places

for convenient and touch-free hand hygiene solutions is driving the demand for Hand Sanitizers.

- Innovation in product offerings such as gel, foam, spray, and wipes are among the varieties currently available on the market. The demand for natural and organic Hand Sanitizers is escalating, pushing producers to make non-toxic and environmentally friendly formulas.

For more information on the Hand Sanitizer market, visit our report @ <https://www.vantagemarketresearch.com/vantage-point>

Hand Sanitizers Market Report - Key Insights and Trends

The Hand Sanitizer market is highly competitive and fragmented, with several key companies competing for market share. These companies frequently use partnerships, mergers, and acquisitions as tactics to grow their market share and market presence. Here are crucial insights into key competitors and success strategies in the industry:

- Companies make innovative and differentiated products to stand out, including moisturizing properties, new fragrance options, or providing sanitizers precisely formulated for different skin types.
- Key companies invest in marketing and advertising campaigns to create awareness regarding the significance of Hand Sanitizers and promote their products.
- Companies form strategic partnerships & collaborations with other market players to broaden their reach and distribution networks, which involves partnerships with retailers, distributors, or healthcare organizations to ensure wider availability of their Hand Sanitizers.
- Companies integrate sustainable and environmentally conscious methodologies into their Hand Sanitizer production procedures. These encompass the utilization of natural and organic constituents, recyclable packaging materials, and mitigating carbon emissions across the entire supply chain.

Key players in the Hand Sanitizer market include:

- Reckitt Benckiser Group PLC
- Procter and Gamble
- The Himalaya Drug Company
- GOJO Industries Inc.
- Henkel AG and Company
- Unilever PLC
- Vi-Jon LLC
- Chattem Inc.
- Best Sanitizers Inc.
- Kutol Products Company Inc.

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- In May 2022, GOJO Industries Inc. expanded its surface hygiene offering by introducing PURELL Healthcare Surface Disinfecting Wipes. These wipes are a form of {{keyword}} that kills 99.9% of bacteria and viruses.
- In May 2022, Best Sanitizers Inc. joined together with Saraya Co. Ltd. and the World Health Organization (WHO) to support World Hand Hygiene Day. The goal is to raise awareness about the importance of proper hand hygiene and to educate people about the use of {{keyword}} in decreasing transmission in healthcare settings.
- In February 2022, Reckitt Benckiser Group collaborated with the USC School of Medicine to enhance public health and educate the Los Angeles community about the COVID-19 vaccination. Reckitt also contributed 4 million packets of Lysol Disinfecting Wipes, a type of {{keyword}}, to aid in local hygiene and disinfection.

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- Gel
- Foam
- Liquid
- Other Products

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- Hypermarket & Supermarket
- Drugstore
- Online
- Other Channels

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- North America
- Europe
- Asia Pacific
- Latin America
- Middle East & Africa

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- In 2022, the gel-based Hand Sanitizer category had the maximum market revenue and is anticipated to continue its dominance throughout the predicted timeframe.
- The gel-based sanitizers are more effective for germ protection than other sanitizers. Also, the gel sanitizers provide more exposure and protection to the hands, providing better health & hygiene to the consumers.

North America Hand Sanitizer Market

- The Hypermarket & Supermarket segment accounted for the most significant market growth in 2022.
- The availability of a wide range of Hand Sanitizer products, competitive pricing, and bulk purchasing options make hypermarket and supermarket stores preferred destinations for customers looking to purchase Hand Sanitizers.

Europe Hand Sanitizer Market

- Europe's Hand Sanitizer market is witnessing significant growth in 2022 due to increased awareness about hand hygiene and preventing the spread of infections.
- Numerous reasons drive the market, including the increase in illnesses linked to healthcare, the rise in government and non-government programs promoting hand hygiene, and the rising demand for portable and convenient Hand Sanitizers.

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Eric Kunz

Vantage Market Research

+ +1 202-380-9727

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