

Personal Hygiene Market Size, Share And Growth Analysis For 2024-2033

*The Business Research Company's
Personal Hygiene Global Market Report
2024 – Market Size, Trends, And Global
Forecast 2024-2033*

LONDON, GREATER LONDON, UK, July 9, 2024 /EINPresswire.com/ -- The global personal hygiene market encompasses practices and habits individuals adopt to maintain cleanliness and promote health, including regular bathing, teeth brushing, hand washing, grooming, and clothing upkeep. This market has seen robust growth, projected to increase from \$579.57 billion in 2023 to \$607.56 billion in 2024, reflecting a compound annual growth rate (CAGR) of 4.8%.



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Rise of E-Commerce Driving Market Expansion
E-commerce has emerged as a significant [driver of growth in the personal hygiene market](#). This sector, facilitated by electronic platforms, has transformed consumer behavior by providing convenient access to a wide array of personal hygiene products. The trend is bolstered by technological advancements that enhance online shopping security and accessibility. Notably, e-commerce sales surged by 7.5% in the second quarter of 2023 compared to the previous year,

underlining its pivotal role in market expansion.

Explore comprehensive insights into the global personal hygiene market with a detailed sample report: https://www.thebusinessresearchcompany.com/sample_request?id=14157&type=smp

Major Players Innovating for Market Leadership

Leading companies such as Costco Wholesale Corporation, Procter & Gamble Limited, and Unilever Plc are driving innovation in the personal hygiene market. These companies focus on introducing advanced solutions like enhanced hand sanitizers to bolster market competitiveness. For instance, Purell recently launched PURELL Advanced Hand Sanitizer

Naturals Foam and PURELL Advanced Hand Sanitizer 2in1 Moisturizing Foam, catering to consumers seeking effective yet gentle hygiene products.

Key Trends Shaping the Future of Personal Hygiene

In the forecast period up to 2028, the personal hygiene market is expected to grow to \$725.30 billion at a CAGR of 4.5%. Major trends include customization and personalization, the rise of clean and green products, technological integration, and an emphasis on wellness and holistic approaches. Factors driving this growth include global health concerns, the aging population's focus on health, and heightened hygiene practices stemming from pandemic impacts.

Segments of the Personal Hygiene Market

The personal hygiene market is segmented based on:

- Product: Soaps, Hand Sanitizers, Bath And Shower Products, Face Care Products, Other Products
- Gender: Unisex, Male, Female
- Distribution Channel: Online, Offline

Geographical Insights: Asia-Pacific Leading, Europe Fastest-Growing

Asia-Pacific led the personal hygiene market in 2023 due to its large consumer base and increasing hygiene awareness. Meanwhile, Europe is anticipated to emerge as the fastest-growing region, driven by evolving consumer preferences and regulatory initiatives promoting hygiene standards.

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Personal Hygiene Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Personal Hygiene Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on personal hygiene market size, personal hygiene market drivers and trends, personal hygiene market major players, competitors' revenues, market positioning, and market growth across geographies. The personal hygiene market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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