

increasingly prioritizing surface disinfection to adhere to hygiene regulations.

- Despite market growth, challenges such as microbial resistance and environmental concerns related to excessive disinfectant use pose barriers. However, advancements in formulation technologies, including nanotechnology-based solutions, present lucrative opportunities for innovation and market expansion.

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Allied Market Research's report provides a detailed analysis of key industry players, highlighting their product portfolios and strategic initiatives such as mergers, acquisitions, partnerships, and new product developments. Leading companies in the surface disinfection market include:

- Ecolab
- Reckitt Benckiser Group plc
- BASF SE
- LANXESS
- Paul Hartmann AG
- 3M
- Lonza
- Spartan Chemical Company, Inc.
- Paxchem Ltd.
- Procter & Gamble (P&G)

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- The surface disinfection industry is evolving with advanced formulations featuring enhanced antimicrobial agents. Nanotechnology is playing a crucial role in improving disinfectant efficacy and longevity, particularly against resistant pathogens.

Additionally, smart disinfection technologies, such as UV-C light systems and automated cleaning devices, are gaining traction for their efficiency and thorough sanitization capabilities. The adoption of real-time monitoring systems for tracking cleaning effectiveness is also on the rise, helping businesses maintain optimal hygiene standards.

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- May 2023: LANXESS introduced Rely+On Virkon, a broad-spectrum disinfectant proven effective against Candida auris, a drug-resistant yeast. This product is designed for healthcare and institutional use where infection risks are high.

- June 2023: Reckitt Benckiser Group's Lysol brand launched an air sanitizer in the U.S., becoming the first air sanitizer spray to receive approval from the U.S. Environmental Protection Agency (EPA).

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<https://www.alliedmarketresearch.com/surface-disinfection-market/purchase-options>

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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