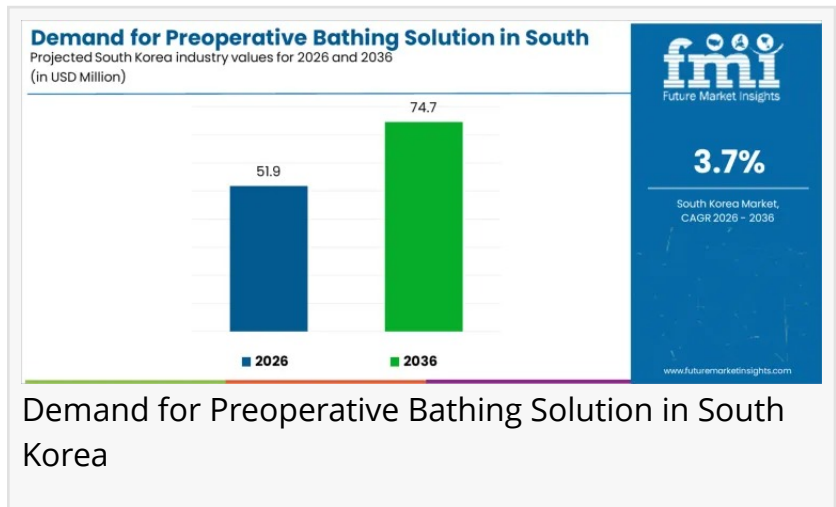


# South Korea Preoperative Bathing Solutions Market to Reach USD 74.7Mn by 2036 Amid Strong Focus on Infection Prevention

*South Korea's preoperative bathing solutions market is set to grow from USD 51.9 million in 2026 to USD 74.7 million by 2036 at a 3.7% CAGR.*

NEWARK, DE, UNITED STATES, January 22, 2026 /EINPresswire.com/ -- [Preoperative Bathing Solution Market South Korea](#) is estimated at USD 51.9 million in 2026 and is projected to rise to USD 74.7 million by 2036, expanding at a compound annual growth rate (CAGR) of 3.7%. The market's trajectory reflects the country's advanced healthcare infrastructure, strict infection control protocols, and sustained growth in surgical procedures across public and private hospitals.



Demand for Preoperative Bathing Solution in South Korea

South Korea's hospitals place a high priority on reducing surgical site infections (SSIs), which remain a key indicator of care quality and patient safety. Standardized preoperative skin preparation protocols are now deeply embedded into hospital workflows, ensuring consistent consumption of antiseptic bathing products before elective and emergency surgeries. An aging population, combined with rising orthopedic and cardiovascular procedures, continues to reinforce baseline demand for these solutions nationwide.

## Government Policy and Institutional Standards Drive Market Stability

Regulatory alignment with international surgical care standards is a defining factor shaping demand. Government health agencies are actively updating national guidelines, while hospital accreditation systems increasingly link performance scores to SSI rates. Reimbursement structures are also evolving, gradually covering essential preoperative consumables and lowering out-of-pocket costs for patients.

Public awareness campaigns emphasizing hospital hygiene and patient compliance further support usage rates. Educational initiatives aimed at nursing staff reinforce the clinical

importance of skin decolonization, translating into consistent institutional procurement of approved antiseptic bathing products.

### Market Snapshot: Demand for Preoperative Bathing Solutions in South Korea

- Market value (2026): USD 51.9 million
- Forecast value (2036): USD 74.7 million
- CAGR (2026–2036): 3.7%
- Leading product type: Bath solutions/liquid soaps (56.0%)
- Leading end user: Surgical wards (66.2%)

### Innovation Enhances Efficacy and Patient Compliance

Product innovation is improving both clinical performance and patient experience. Manufacturers are refining chlorhexidine gluconate (CHG) formulations to balance strong bactericidal action with skin tolerance. The integration of moisturizing agents addresses common compliance barriers such as dryness and irritation.

Waterless bathing solutions are also gaining traction, particularly for immobile patients and settings with limited water access. These developments support higher adherence to hygiene protocols, strengthening the role of preoperative bathing as a preventive healthcare measure rather than a procedural formality.

### Industrial and Clinical Factors Sustaining Adoption

The rising incidence of hospital-acquired infections (HAIs) remains a central driver. Hospital administrators increasingly recognize that preventive hygiene measures are more cost-effective than managing postoperative complications. The growing complexity of surgeries, including the use of advanced surgical devices and stapling systems, elevates the importance of reducing microbial load prior to incision.

Preoperative bathing has therefore become a non-negotiable step in patient admission, securing a steady revenue stream for solution providers.

### Product and End-User Segmentation Defines Consumption Patterns

Bath solutions and liquid soaps dominate the market due to their versatility, cost efficiency, and familiarity among patients. Bulk dispensers are favored by large public hospitals, while residual antimicrobial activity from CHG-based formulations offers prolonged protection during lengthy procedures.

Surgical wards account for 66.2% of total usage, reflecting high surgical throughput and strict compliance monitoring by nursing staff. Infection control budgets within these departments

remain a primary driver of procurement volumes.

## Regional Outlook Highlights Uneven but Sustained Growth

Demand growth varies by province, shaped by healthcare investment patterns and demographic profiles:

- Jeju: 4.4% CAGR, driven by medical tourism and premium infection control standards
- South Gyeongsang: 3.9% CAGR, supported by trauma and occupational injury surgeries
- South Jeolla: 3.5% CAGR, influenced by aging populations and elective procedures
- North Jeolla: 3.0% CAGR, reflecting gradual modernization of hospital protocols

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## Competitive Landscape and Strategic Positioning

The market is led by global healthcare suppliers including 3M, Unilever PLC, Medline Industries, Inc., BD (Becton, Dickinson and Company), and Stryker. 3M holds an estimated 25.0% share, supported by its Avagard and Cavilon product lines and a strategy centered on clinical education and R&D investment.

International players are increasingly localizing formulations and educational materials to align with Korean skin sensitivity and cultural expectations around hygiene. Partnerships with major hospital groups enable pilot studies and real-world evidence generation, strengthening long-term adoption.

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