

Hand Sanitizer Market Forecast, Trend Analysis & Competition Tracking - Global Market Insights 2020 to 2030

Growing awareness about hand hygiene amid COVID-19 is expected to fuel the demand for alcohol-based hand sanitizers. Furthermore, the governments of developed and developing countries are promoting the usage of clinical hand hygiene products due to the recent Coronavirus outbreak. This, in turn, is driving the popularity of hand sanitizers and fostering the demand for alcohol-based sanitizers.

Besides, it is recommended by leading global health organizations such as WHO, CDC, and FDA to opt for sanitizers which contains more than 60% of alcohol for maximum efficacy. Hence, consumer adoption of hand sanitizers is anticipated to create a plethora of opportunities for the players operating in the [hand sanitizer market](#). In Fact.MR's report it is estimated that alcohol-based sanitizer will register approximately 1.9X growth in terms of value and grow at a CAGR of ~6.5% during the forecast period 2020-2030.

Pump Bottle Hand Sanitizers to Remain Highly Preferred

Pump bottles are an easy way to dispense hand sanitizer and are widely used in multiple end-use industries such as institutions, hospitals, household purposes, offices, and manufacturing industries. The pump bottles are ideal to use as it ensures minimal contact with other surfaces and also saves time. Owing to its benefits like ease in dispensing, applicability, and ability to be wall mounted is foreseen to reinforce the demand for the pump bottle hand sanitizers. Based on the above-mentioned facts, the pump bottle hand sanitizer segment is expected to cross ~US\$ 1.1 Bn mark by the end of the forecast period. On the other hand, the pump bottle hand sanitizer segment is foreseen to grow 1.4X faster than the flip-flop bottles segment by 2030.

North America Gains Prominence in Hand Sanitizer Market

North America is pegged to be the prominent market for hand sanitizers owing to the consumer inclination towards hand hygiene and growing concern over health which is expected to drive the market in this region. Furthermore, amidst the outbreak of coronavirus, sales of hand sanitizer has exponentially increased in the US. The use of sanitizers among the people and end-use sectors such as hospitals and offices is contributing immensely to the growth of the hand sanitizer market. Moreover, with increasing awareness among consumers, manufacturers are ramping up their production to cater to the high demand for hand sanitizers. In its report, Fact.MR projects that North America is projected to hold more than 28% value share of the global hand sanitizer market during the forecast period 2020-2030.

Impact of Covid-19 on Global Hand Sanitizer Market

The Coronavirus, Covid-19, outbreak has led to a huge uptick in the demand for hand sanitizers globally. The sudden spike in demand as the virus goes global, manufacturers are ramping their production. As the virus is spreading globally, people have started to "panic-buy" hand sanitizers as a preventive measure. With the sudden spike in demand of hand sanitizers, a vital raw material for hand sanitizer is in short supply. The prices for the chemicals are jumping sharply on the back of a surge in demand because of the coronavirus pandemic.