




Hand Sanitizers: U.S. Market Analysis and Opportunities

Base Year: 2020

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Hand sanitizer consumption has skyrocketed due to COVID-19, with no signs of letting up. Overnight, these products have become a staple in U.S. households alongside milk and eggs.



Due to the unforeseen demand, factories that were once producing beauty products and alcohol were quickly reconfigured to produce these now-essential products, helping Americans stay safe.

SCOPE

- › Anti-bacterial gel and spray products
- › All consumer purchases in the United States
- › Short- and long-term forecasts based on COVID-19 impact

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- Scope
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Market Overview

- Historical sales: 2014-2019
- Market performance: 2019 and 2020
- Category development and trends
- Key benefits and claims
- Competitive landscape
- Sales by retail channel (See Table 1)
- Marketing activity
- COVID-19 impact forecasts through 2024, with commentary on issues that are likely to shape market sales

Table 1. Retail channels covered

Direct sales
Drug stores
Food stores
Mass merchandisers
Specialty stores



REPORT BENEFITS

This report serves as an excellent resource for manufacturers and marketers of personal care and beauty products, as well as firms with production capabilities for category products. Specifically, it assists subscribers by providing:

An understanding of the demand for these products

An overview of the claims/benefits made by competitors

Discovery of expected market short- and long-term growth

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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