

Industrial and Institutional Hand Care: U.S. Market Analysis and Opportunities

Base Year: 2023

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3rd edition

Regional Coverage:

The comprehensive assessment of the U.S. away-from-home hand care market is based on structured research with hundreds of end users to understand market trends, opportunities, product preferences, and consumption patterns while forecasting sales for the future.

United States

SCOPE

- › Size and segmentation of professional hand hygiene market by product category and end-use segment
- › Comprehensive product coverage:
 - › Bar soaps
 - › Foam hand soaps
 - › Hand cleaning wipes
 - › Hand sanitizer wipes
 - › Heavy duty (pumice/grit) hand soaps
 - › Instant hand sanitizers
 - › Liquid hand soaps
- › Sales in 2022 and 2023
- › Key trends, challenges, and opportunities
- › Trends in hand hygiene dispensers
- › Preferences for hand drying
- › Usage of antibacterial hand soaps
- › Outlook to 2028

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Introduction

Definitions, scope, sources and methods, and assumptions

Executive Summary

An overview of study findings, including market size and segmentation, competitive landscape, trends and opportunities, channels of distribution, online shopping, changes in spending, important purchase factors, and outlook and forecasts to 2028.

End-Use Segments

Each end-use segment as shown in Table 1 contains the following:

- Overview and structure of the industry
- Hand care market trends
- Sales of hand care products in 2022 and 2023
- Survey response data
- Outlook and forecast to 2028

TABLE 1. END-USE SEGMENTS ANALYZED

Building service contractors (BSCs)
Full-service, fast-food/quick-serve, and fast-casual restaurants
Government facilities
Hospitals
Industrial facilities and office buildings
Lodging establishments
Nursing homes and assisted living facilities
Retailers
Schools and universities
Miscellaneous end users

Product Categories

For each product class shown in Table 2, the following information is provided:

- Overview
- Sales for 2022 and 2023
- Sales of leading suppliers
- Forecast sales
- Market assessment

Supplier Profiles

For each supplier shown in Table 3, the following information is provided:

- Company overview
- Professional hand hygiene portfolio
- Methods of distribution
- Sales by product type, 2022 and 2023
- Sales by end-use segment

Survey Respondent Data

Provides a summary of responses to all survey questions including hand care expenditures, usage patterns, purchase channels, preferred brands and attributes, and changes in hand drying and hand hygiene dispensing.

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TABLE 2. PRODUCT CATEGORIES COVERED

Bar soaps
Foam hand soaps
Hand cleaning wipes
Hand sanitizer wipes
Heavy-duty pumice/grit hand soaps
Instant hand sanitizers
Liquid hand sanitizers

TABLE 3. SUPPLIERS PROFILED

3M	Henkel/Dial
Betco	Hillyard
CloroxPro	Kimberly Clark Professional
Colgate Palmolive	PDI/Sani Professional
Diversey	P&G Professional
Ecolab	Reckitt
Essity/Tork	SC Johnson
Georgia Pacific	Spartan Chemical
GOJO/Purell	Zep



REPORT BENEFITS

This report serves as an excellent resource for cleaning chemical manufacturers and suppliers. Specifically, this report assists subscribers by providing:

A highly reliable and independent assessment of the U.S. hand hygiene professional market, including thorough market segmentation and forecasts

Key market trends, challenges, opportunities, and shifts in purchase channels

Market estimates and forecasts grounded in current research with end-use decision makers and suppliers and distributors

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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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