

Global Health & Hygiene
Market: Analysis By
Category (Personal Care and
Tissue), By Region Size &
Forecast with Impact
Analysis of COVID-19 and
Forecast up to 2027

September 2022



Global Health & Hygiene Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

Global Health & Hygiene Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Health & Hygiene Market: Analysis By Category (Personal Care and Tissue), By Region Size & Forecast with Impact Analysis of COVID-19 and Forecast up to 2027
Coverage	Global and Regional
Regional Coverage	North America, Asia Pacific, Europe, Latin America, Middle East & Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Moderately Concentrated
Key Players	Johnson & Johnson Ltd., Procter & Gamble Corporation, Bayer AG, Kimberly-Clark Corporation, Essity AB , Unicharm Corporation, Hindustan Unilever Ltd., Henkel AG & Co. KGaA, Kao Corporation, Church & Dwight CO., Inc. and Colgate-Palmolive

Global Health & Hygiene Market: Coverage

Executive Summary

Hand washing, facial cleanliness, and bathing with soap and water are examples of hygiene behaviors that can improve cleanliness and lead to good health. Global health & hygiene market in 2021 was valued at US\$157.57 billion. The market is expected to reach US\$205.19 billion by 2027, growing at a CAGR of 4.50% during the forecast period of 2022-2027.

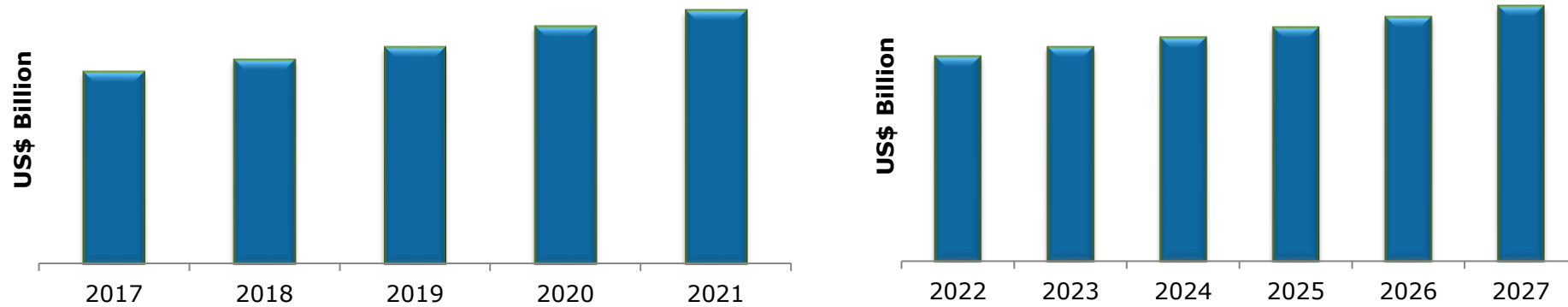
The global health & hygiene market can be segmented based on Category (Personal Care and Tissue). The personal care segment is further segmented into Baby care, Feminine care, Medical Solutions and Incontinence Products and tissue segment is further segmented into Consumer tissue and Professional Hygiene. Tissue held more than half of the market share in 2021, on account of rising population of working-class globally coupled with the growing awareness among consumers related to health & hygiene, flourishing tourism and hospitality industry along with the rising disposable incomes and improving living standards. Asia Pacific is leading the global health & hygiene market by occupying approximately 35% of the market share.

The pandemic had a positive impact on several healthcare-related markets, including the health and hygiene market. Because of the pandemic, people became more concerned about their health and hygiene, which accelerated the development of products that improved the health of customers, such as personal care, tissue, baby care, feminine care, and so on, resulting in the growth of the health & hygiene market. Companies and investors are investing heavily to cater to the burgeoning market, and while the turmoil of COVID-19 may fade with time, improvements in lifestyle and understanding of sanitary measures will only gain traction.

The global health & hygiene market has increased in 2021. The projections are made that the market would rise in the next five years i.e. 2022-2027 tremendously. The global health & hygiene market is expected to increase due to increasing geriatric population, surging millennial spending, accelerating growth rates of infectious diseases, upsurge in healthcare expenditure and rising disposable income. Yet the market faces some challenges such as lack of knowledge about hygiene in emerging countries, impact of feminine hygiene products on the environment, etc. Moreover, the market growth would succeed to various market trends like increasing penetration of hygiene & health products, emergence of various pandemic diseases, growing importance of sustainability, etc.

Health & Hygiene Market: Global Analysis

Global Health & Hygiene Market by Value



CAGRs	
2017-2021	xx%
2022-2027	xx%

The global health & hygiene market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. Global health & hygiene market is anticipated to reach up to US\$... billion by 2027, at a CAGR of%, from US\$... billion in 2022.

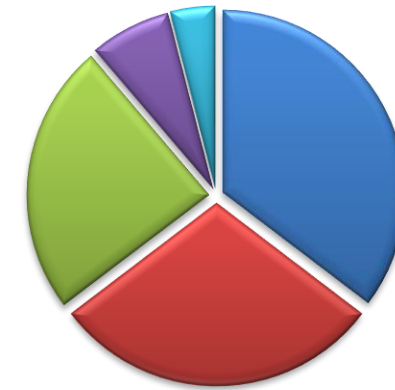
Health & Hygiene Market: Global Analysis

Global Health & Hygiene Market by Category; 2021



Category	Share
Tissue	xx%
Personal Care	xx%

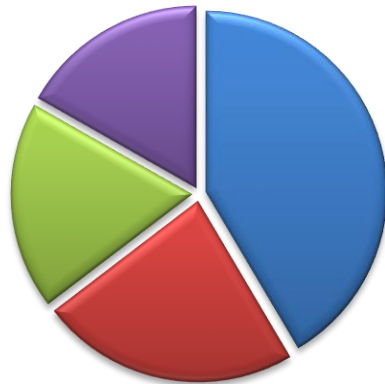
Global Health & Hygiene Market by Region; 2021



Region	Share
Asia Pacific	xx%
North America	xx%
Europe	xx%
Latin America	xx%
Middle East and Africa	xx%

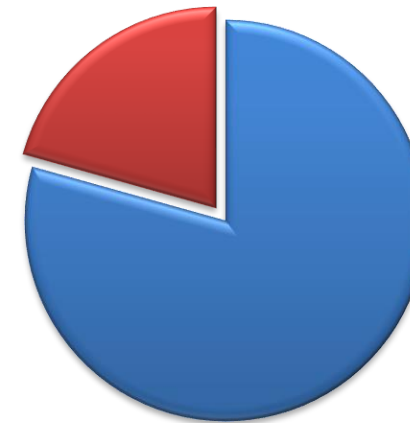
Health & Hygiene Market: Global Analysis

Global Personal Care Health & Hygiene Market by Product; 2021



Product	Share
Baby Care	xx%
Feminine Care	xx%
Medical Solutions	xx%
Incontinence Products	xx%

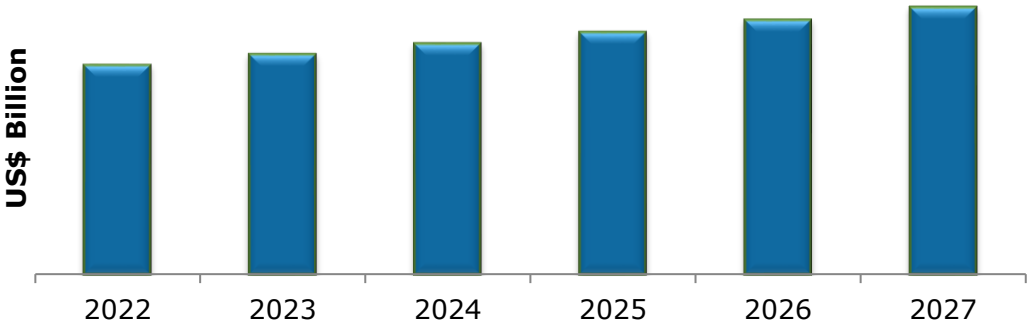
Global Tissue Health & Hygiene Market by Type; 2021



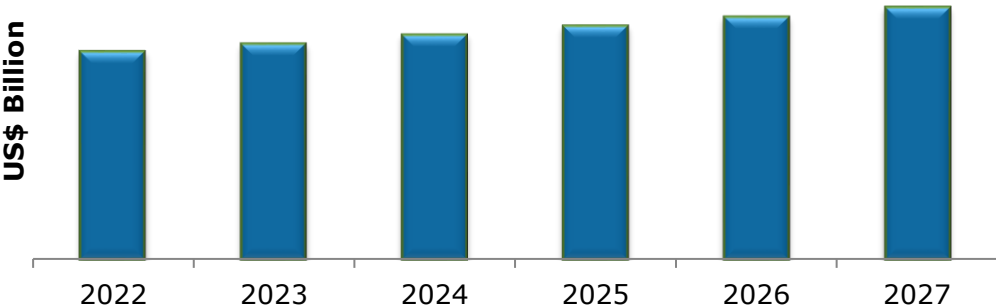
Type	Share
Consumer Tissue	xx%
Professional Hygiene	xx%

Global Health & Hygiene Market: Category Analysis

Global Tissue Health & Hygiene Market by Value



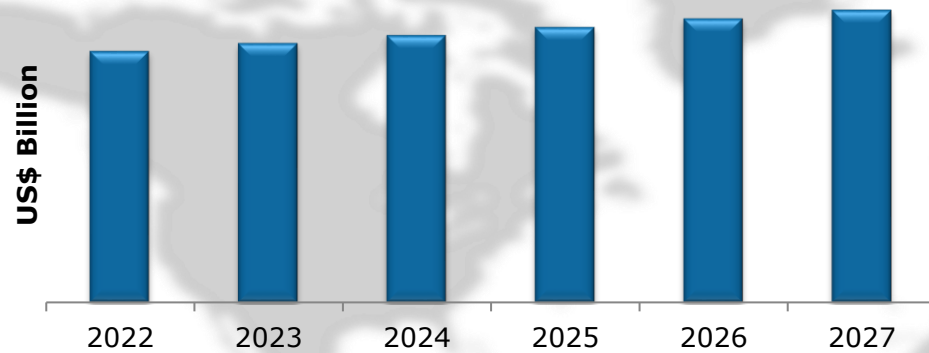
Global Personal Care Health & Hygiene Market by Value



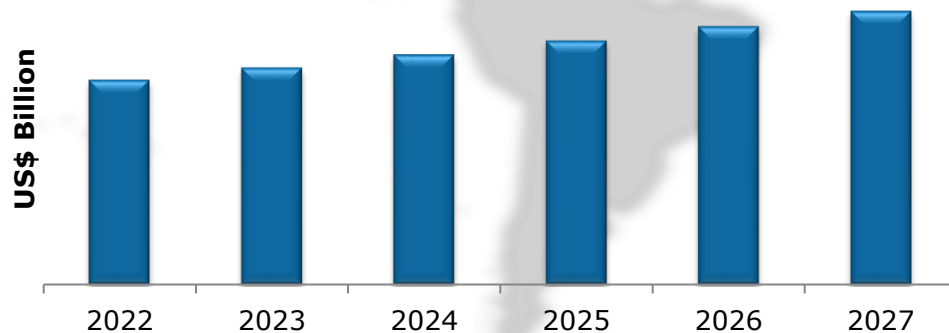
Category	CAGR (2017-2021)	CAGR (2022-2027)
Tissue	xx%	xx%
Personal Care	xx%	xx%

Health & Hygiene Market: Regional Analysis

North America Health & Hygiene Market by Value



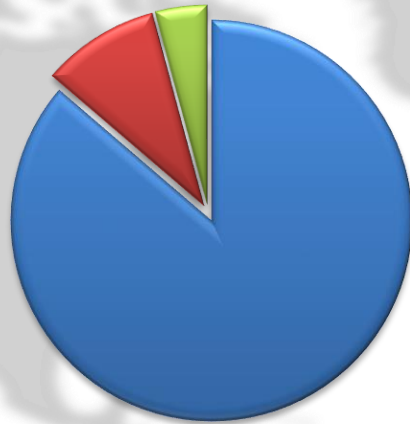
Asia Pacific Health & Hygiene Market by Value



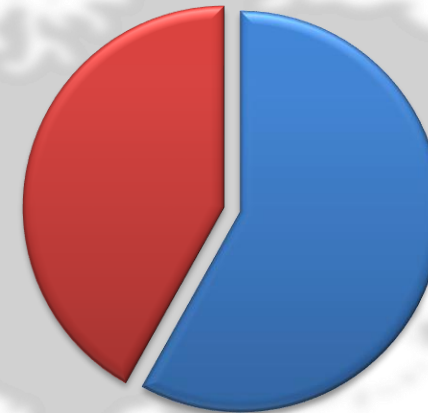
Regions	CAGR	CAGR
	(2017-2021)	(2022-2027)
Asia Pacific	xx%	xx%
Europe	xx%	xx%
North America	xx%	xx%
Latin America	xx%	xx%
Middle East and Africa	xx%	xx%

North America Health & Hygiene Market: Analysis

North America Health & Hygiene Market by Region; 2021



North America Health & Hygiene Market by Category; 2021



Region	Share	CAGR (2017-2021)	CAGR (2022-2027)
The US	xx%	xx%	xx%
Canada	xx%	xx%	xx%
Mexico	xx%	xx%	xx%

Category	Share	CAGR (2017-2021)	CAGR (2022-2027)
Tissue	xx%	xx%	xx%
Personal Care	xx%	xx%	xx%

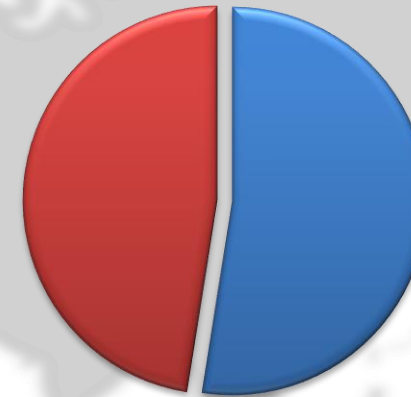
Asia Pacific Health & Hygiene Market: Analysis

Asia Pacific Health & Hygiene Market by Region; 2021



Region	Share	CAGR (2017-2021)	CAGR (2022-2027)
China	xx%	xx%	xx%
Japan	xx%	xx%	xx%
India	xx%	xx%	xx%
Australia	xx%	xx%	xx%
Rest of Asia Pacific	xx%	xx%	xx%

Asia Pacific Health & Hygiene Market by Category; 2021



Category	Share	CAGR (2017-2021)	CAGR (2022-2027)
Tissue	xx%	xx%	xx%
Personal Care	xx%	xx%	xx%

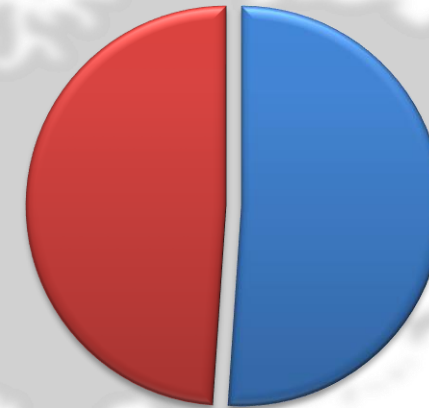
Europe Health & Hygiene Market: Analysis

Europe Health & Hygiene Market by Region; 2021



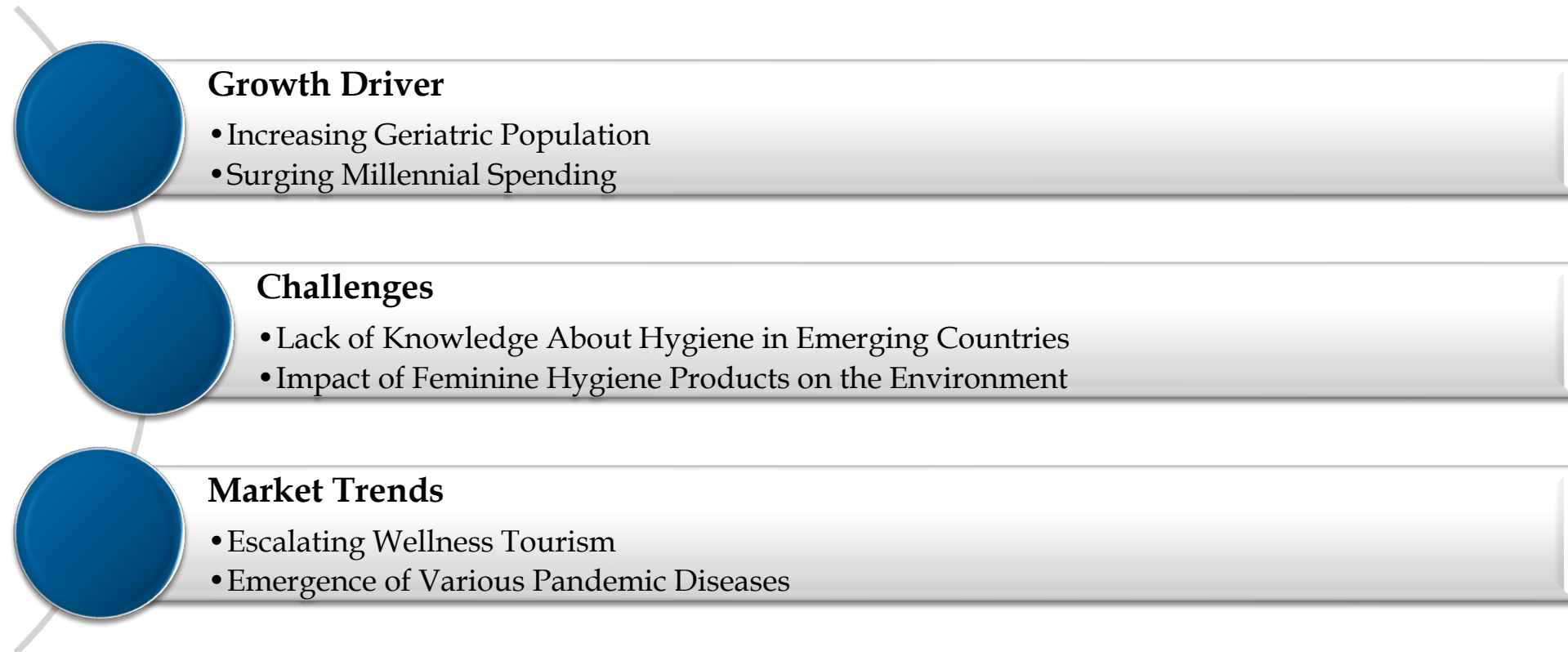
Region	Share	CAGR (2017-2021)	CAGR (2022-2027)
Germany	xx%	xx%	xx%
UK	xx%	xx%	xx%
France	xx%	xx%	xx%
Italy	xx%	xx%	xx%
Spain	xx%	xx%	xx%
Rest of Europe	xx%	xx%	xx%

Europe Health & Hygiene Market by Category; 2021



Category	Share	CAGR (2017-2021)	CAGR (2022-2027)
Tissue	xx%	xx%	xx%
Personal Care	xx%	xx%	xx%

Global Health & Hygiene Market: Dynamics



Global Health & Hygiene Market: Competitive Landscape

Players Profiled

- Johnson & Johnson Ltd.,
- Procter & Gamble Corporation,
- Bayer AG,
- Kimberly-Clark Corporation,
- Essity AB ,
- Unicharm Corporation,
- Hindustan Unilever Ltd.,
- Henkel AG & Co. KGaA,
- Kao Corporation,
- Church & Dwight CO., Inc.
- Colgate-Palmolive

Global Professional Hygiene Players by Market Share; 2021

