

# Personal Hygiene Market worth US\$ 52.4 Billion 2018 with a CAGR of 4.20%

The report "**Global Personal Hygiene Market, By Type (Hair Care, Skin Care, Lip Care, Deodorant And Antiperspirant, Bath And Shower, Oral Care, And Men's Grooming), By Distribution channel (Hypermarket/Supermarkets, Specialist Retail Stores, Online Retail Stores, and Others), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Trends, Analysis and Forecast till 2030**"

[Personal hygiene market](#) accounted for US\$ 52.4 billion in 2019 with a CAGR of 4.20%. The increasing demand for personal hygiene drives the global personal hygiene market. People awareness toward importance of hygiene, prevention of epidemic, rising disposable income, grooming, and beauty are main factors contributing to growth of the global market. In addition rising consumer disposable income coupled with the increasing willingness to spend on personal care is one of the vital factors boosting the global personal hygiene market.

## Key Highlights:

- In December 2019, Unilever and Evonik partner to launch green cleaning ingredient which is a renewable and biodegradable.
- In May 2019, Carrefour UAE invests over AED million to offer its customers discounts on Products.

## Key Market Insights from the report:

The global personal hygiene market accounted for US\$ 52.4 billion in 2018 and is projected to register a moderate CAGR of 4.20% over the forecast period. The market report has been segmented on the basis of type, distribution channel, and region.

- By business type, hair care, skin care, lip care, deodorant and antiperspirant, bath and shower, oral care, and men's grooming.
- By distribution channel, the online retail stores is anticipated to register a high CAGR value during forecast period of time.
- By region, Asia-Pacific is projected to lead the global Personal Hygiene market and is expected to remain dominant during the forecast period, due to the growing trend of premiumisation in emerging economies which is likely to augur well for the growth of the target market. Consumers are increasingly inclining towards buying the best available products, which is boosting the overall revenue generation of the global market..

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The prominent player operating in the global personal hygiene market includes Unilever, Johnson and Johnson, Carrefour, Reckitt Benckiser Group, Auchan, Publix, Costco, Helen of Troy, Proctor and Gamble Company, Kroger, Colgate-Palmolive Company.

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