

Surface Disinfectants Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032

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Report description:

The surface disinfectants market was valued at USD 6.93 billion in 2023 and is projected to grow at a 7.3% CAGR from 2024 to 2032. Applications in healthcare, residential areas, food processing, and public venues drive the market. The demand for eco-friendly and non-toxic disinfectants is rising due to increased consumer awareness of environmental and health concerns. Innovations in formulations, such as extended efficacy and versatility across surfaces, enhance market growth. The emphasis on hygiene and cleanliness, particularly in healthcare, food processing, and public venues, propels the market. Technological advancements that improve product efficacy and user convenience are crucial for market growth.

The overall surface disinfectants industry is classified based on the type, form, end-user, distribution channel, and region. The chemical-based disinfectant segment is projected to reach USD 12.11 billion, with a 7.2% CAGR through 2032.

Chemical-based disinfectants lead the market due to their proven effectiveness, broad-spectrum antimicrobial properties, and availability. Products with quaternary ammonium compounds, chlorine, and alcohol are particularly favored for eliminating bacteria, viruses, and fungi on various surfaces. These disinfectants are preferred in healthcare, food processing, and commercial environments, where stringent hygiene standards are essential. Their rapid action and extensive coverage make them indispensable in high-traffic areas. Despite interest in bio-based alternatives, the reliability, regulatory endorsements, and established usage patterns of chemical-based disinfectants ensure their market dominance.

The liquid segment is set to grow to USD 8.74 billion, achieving a 7.6% CAGR by 2032. Liquid-based disinfectants dominate due to their versatility, ease of use, and effectiveness on diverse surfaces. Widely used in healthcare, food processing, residential, and commercial sectors, these disinfectants can be applied via sprays, wipes, or mopping systems. Their capacity for rapid area coverage and deep penetration into crevices enhances their effectiveness against a wide range of pathogens. Liquid formulations allow for easy customization with various active ingredients, such as alcohol, quaternary ammonium compounds, or bleach, addressing specific disinfection needs. This flexibility and broad applicability underpin their market dominance.

North America's surface disinfectants market is projected to achieve a 7.6% CAGR, reaching USD 4.45 billion by 2032, driven by stringent hygiene and safety regulations in healthcare, food processing, and public sectors. The high incidence of

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healthcare-associated infections (HAIs) increases the demand for effective disinfectants in hospitals and clinics. The presence of major market players, continuous innovations, and strong hygiene awareness bolster the market. Canada contributes significantly with robust regulatory frameworks and a rising consumer preference for eco-friendly products. The region's commitment to high cleanliness standards across industries cements its position in the global market.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Market scope & definition

1.2 Base estimates & calculations

1.3 Forecast calculation

1.4 Data sources

1.4.1 Primary

1.4.2 Data Mining Sources

1.4.2.1 Paid sources

1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry 360° synopsis

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Value chain

3.1.2 Key manufacturers

3.1.3 Go to market routes

3.1.4 Key distributors

3.1.4.1 New distribution channels

3.1.5 Profit margins across the industry

3.2 Industry impact forces

3.2.1 Growth drivers

3.2.1.1 Increasing awareness regarding cleanliness and personal hygiene

3.2.1.2 Increasing prevalence of hospital-acquired infections

3.2.1.3 Rapid growth of food & beverage sector

3.2.2 Market challenges

3.2.2.1 Higher price of chemical-based surface disinfectants compared to bio-based disinfectants

3.2.2.2 Harmful effects of chemical-based surface disinfectants if not used properly.

3.2.3 Market opportunities

3.2.3.1 New markets/applications

3.2.3.2 Growth potential analysis

3.3 Raw material landscape

3.3.1 Manufacturing trends

3.3.1.1 Technology evolution

3.3.1.2 Sustainable manufacturing

3.3.1.2.1 Green practices

3.3.1.2.2 Decarbonization

3.3.2 New raw materials

3.3.3 Raw material pricing trends (USD/Kilo Tons)

3.3.3.1 North America

3.3.3.2 Europe

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- 3.3.3.3 Asia Pacific
- 3.3.3.4 Latin America
- 3.3.3.5 MEA
- 3.4 Regulations & market impact
- 3.5 Porter's analysis
- 3.6 PESTEL analysis
- Chapter 4 Competitive Landscape, 2023
 - 4.1 Company market share analysis
 - 4.2 Competitive positioning matrix
 - 4.3 Strategic outlook matrix
- Chapter 5 Market Size and Forecast, By Type, 2021-2032 (USD Million, Kilo Tons)
 - 5.1 Key trends
 - 5.2 Chemical based
 - 5.3 Quaternary Ammonium Compounds
 - 5.4 Hypochlorite
 - 5.5 Alcohols
 - 5.6 Aldehydes
 - 5.7 Peroxides
 - 5.8 Others
 - 5.9 Bio-based
- Chapter 6 Market Size and Forecast, By Form, 2021-2032 (USD Million, Kilo Tons)
 - 6.1 Key trends
 - 6.2 Wipes
 - 6.3 Liquid
 - 6.4 Spray
- Chapter 7 Market Size and Forecast, By End user, 2021-2032 (USD Million, Kilo Tons)
 - 7.1 Key trends
 - 7.2 Healthcare
 - 7.3 Hospitality
 - 7.4 Food & beverage
 - 7.5 Residential
- Chapter 8 Market Size and Forecast, By Distribution channel, 2021-2032 (USD Million, Kilo Tons)
 - 8.1 Key trends
 - 8.2 Online
 - 8.3 Offline
- Chapter 9 Market Size and Forecast, By Region, 2021-2032 (USD Million, Kilo Tons)
 - 9.1 Key trends
 - 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
 - 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe

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- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
 - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Argentina
 - 9.5.4 Rest of Latin America
- 9.6 MEA
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 South Africa
 - 9.6.4 Rest of MEA
- Chapter 10 Company Profiles
 - 10.1 3M Group
 - 10.2 Reckitt Benckiser Group
 - 10.3 Proctor & Gamble
 - 10.4 The Clorox Company
 - 10.5 STERIS Plc
 - 10.6 Ecolab
 - 10.7 Lanxess AG
 - 10.8 Neogen Corp
 - 10.9 Dupont
 - 10.10 Cantel Medical
 - 10.11 Johnson & Johnson
 - 10.12 Diversey, Inc
 - 10.13 CarroLLClean
 - 10.14 Metrex Research, LLC
 - 10.15 Whiteley Corporation

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