

Global Professional Hygiene Market - Focused Insights 2021-2030

Market Report | 2025-06-03 | 140 pages | Arizton Advisory & Intelligence

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Report description:

The global professional hygiene market is expected to grow at a CAGR of 5.84% from 2024 to 2030.

KEY TAKEAWAYS

- By Product: In 2024, the tissue & napkins segment accounted for the largest market share of around 80%.
- By Application: The hospitality segment holds the largest global professional hygiene market share.
- By Distribution Channel: The online segment shows the highest growth of 7% during the forecast period.
- By Geography: North America dominates the global professional hygiene market share, and APAC shows the highest growth of 7.01% in the global market during the forecast period.
- Growth Factor: The global professional hygiene market is set to grow due to the rising concerns about hygiene and sanitation, and growing government support for professional hygiene.

RECENT VENDORS ACTIVITIES

- In 2025, Intercare Limited and Kimberly-Clark Professional made a partnership to revolutionize hygiene standards in Middle East countries, such as Oman, Qatar, and the UAE.
- In 2024, Essity, one of the leading companies in professional hygiene, completes the divestment of its entire holding of shares in Vinda International Holding Limited. With this divestment, Essity will retain a presence in Asian markets and Vinda through the continued licensing of Essity's brands.
- In 2024, WEPA Hygieneprodukte, a leading company in hygiene, successfully acquired Star Tissue UK. Star Tissue UK was a pioneer in hygiene paper and will operate under the name of "WEPA Professional UK and will further its position in the professional hygiene market.

PROFESSIONAL HYGIENE MARKET TRENDS & DRIVERS

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Growing Attention Towards Green Professional Hygiene Solutions

Green professional hygiene is a rapidly emerging trend in the market. It refers to hygiene and cleaning practices that prioritize both human health and environmental sustainability. Environmental sustainability is a rapidly growing concern across every industry, including the healthcare industry. Environmental consciousness and sustainability have become a central part of the professional hygiene industry. With the growing pressure to reduce carbon footprints, several industries are embracing eco-friendly cleaning and hygiene solutions, meeting Environmental, Social, and Governance (ESG) Criteria, and adopting Corporate Social Responsibility (CSR) practices. This new shift protects the environment as well as appeals to eco-conscious consumers, offering a competitive edge.

Shift Towards Advanced Professional Hygiene Solutions

The hygiene sectors are running faster with technologies and modern techniques than ever before. The importance of advanced professional hygiene technologies and techniques is well-recognized nowadays, as the growing global movements of goods and people have been uncannily exposed to an array of health issues, creating significant demand for advanced cleaning solutions in professional hygiene. As more businesses and organizations look for ways to improve their digital hygiene infrastructure, they are expected to heavily invest in internet-connected cleaning devices in their public spaces. For instance, smart bathrooms and associated hygiene solutions are an emerging trend in the professional hygiene market. In addition, automatic soap dispenser segments are connecting IoT (Internet of Things) devices to their products, providing a sanitary no-touch experience without any spillage of water and soap solution.

Concerns About Hygiene and Sanitation

Since the COVID-19 pandemic, public awareness about the essence of hygiene and sanitation has undergone a huge transformation. The same concern about hygiene was reported at various workplaces. Professional hygiene has become an essential part of healthcare, transport, corporate offices, and several other occupational areas. Essity, one of the leading market players, reported that concern about office hygiene and cleanliness has risen. Changes in behaviour and attitude among employees about the workplace and cleanliness are becoming a major factor in enhancing productivity. According to the Essity survey 2022, more than 84% of the US-based employees demand enhanced hygiene and sanitation practices at the workplace. Also, the Essity presentation stated that more than 1.5 million employees are infected at workplaces in the U.S. annually.

Growing Government Support for Professional Hygiene

The growing concern about public health has led government organizations across the world to increase their focus on public health and economic well-being. By implementing and promoting hygiene practices, government authorities aim to reduce the spread of infectious diseases, improve overall health, and boost productivity. The US government supports professional hygiene practices through agencies like the Centers for Disease Control and Prevention (CDC) and the Occupational Safety and Health Administration (OSHA). These organizations set standards for professional hygiene and provide training programs. In 2024, OSHA reported that the US Department of Labor awarded around \$12.7 million to almost 100+ nonprofits nationwide to fund training and education initiatives designed to create safer workplaces.

PROFESSIONAL HYGIENE MARKET SEGMENTATION INSIGHTS

INSIGHTS BY PRODUCT

The global professional hygiene market by product is segmented into tissue & napkins, soap & sanitizers, and wiping & cleaning. The tissue & napkins segment holds the largest market share of around 80%. The tissue and napkins are a major category of

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professional hygiene products that are used to clean the face, hands, and wipe bodily fluids. These products help to prevent the spread of infectious factors. These products play an essential role in cleanliness, hygiene, and comfort.

In commercial and hospitality applications, such as in hotels, cafes, and restaurants are commonly used both people as well as workers across these industries. Napkins and tissue have become an indispensable part of several industries to offer better hospitality and maintain a high standard of hygiene practices. Tissue papers are prevalent in public restrooms, followed by the hospitality sector. Rising hygiene concerns in public places are driving the tissue paper demand at a faster rate.

INSIGHTS BY APPLICATION

The global professional hygiene market by application is categorized into hospitality, commercial, public interest, healthcare, and industrial. The hospitality segment dominates and holds the largest market share. Hospitality is one of the most trending and rapidly growing sectors across the world. It comprises four major areas such as food and beverages, lodging, travel & tourism, and recreation. Personal and professional hygiene is vital in the hospitality sector due to its essential for preventing the spread of viruses or diseases. By maintaining good professional hygiene, such as hand washing, that help to hotel staff can help prevent the spread of illness to every individual.

The hospitality sector includes sub-segments such as spas, hotels, restaurants, food chains, and other such establishments where guests get a chance to interact with employees. Cleaning and sanitizing are basic processes in this sector. Cleaning and sanitizing are the best methods to prevent bacteria from contaminating foods in restaurant kitchens. With so much scope and potential for vendors to cater to this market, vendors are developing the hand sanitizer product range by the varying needs of their customers. Further, food chains and restaurants worldwide have started to adopt the practice of placing hand sanitizers in their hand-washing areas for customers and other working personnel.

INSIGHTS BY DISTRIBUTION CHANNEL

Based on the distribution channel, the online segment shows significant growth, with the fastest-growing CAGR of 7.0% during the forecast period. Online distribution channels include e-commerce sites, e-pharmacies, and vendors' own sales websites. The online sale is growing at a considerable rate and, although a small contributor to the overall market revenue today, it is expected to become a significant one over the coming years, owing to the huge digital transformation taking in all around the world.

Essity's one of the leading market players, offers a range of professional hygiene products and states that the growing digitalization in sales activity is changing the way of market landscape for professional hygiene products. With the growing popularity of e-commerce channels across the world, the company is slowly shifting traditional sales channels to an advanced level by integrating digital platforms and increasing sales of professional hygiene solutions. Many key vendors who had started using advanced sales platforms via intermediaries have now set up their online portal/website for selling the same professional hygiene products.

GEOGRAPHICAL ANALYSIS

North America dominates and holds the largest global professional hygiene market share, with the U.S. contributing to the highest revenue share in 2024, as it is the largest economy in the region. Furthermore, North America has witnessed the highest healthcare expenditure on hygiene and cleaning solutions and services. The demand for professional hygiene solutions is significantly high in North America, due to the significant concern about health and hygiene, employees' attention towards safe and clean work places, and presence of several supportive policies as well as organization that are promoting hygiene practices at workplaces are boost the significant demand for professional hygiene solutions. According to the Interclean company article 2025, the US and Canadian healthcare settings are increasing attention towards preventing healthcare-associated infection and improving patient and health workers' health, increasing demand for professional hygiene products.

APAC region shows prominent growth, with the fastest-growing CAGR of 7.01% during the forecast period. APAC emerges as a rapidly evolving region for professional hygiene solutions, propelled by its diverse economies, growing urbanization, and rapidly

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expanding access to cleaning and hygiene solutions and services. In 2021, the WHO reported that hand hygiene practices were widely promoted across the region for a range of businesses operating across the region. Hand hygiene practices have now become mainstream for workplaces, communities, and marketplaces. In APAC, China, Japan, and India are the leading countries contributing significantly to the regional market growth.

In addition, India has witnessed rapid market growth due to the increasing awareness and acceptance of professional hygiene practices across private and public entities, rising government support, and mandatory guidelines, creating lucrative opportunities for market growth in India.

PROFESSIONAL HYGIENE MARKET VENDOR LANDSCAPE

The global professional hygiene market report consists of exclusive data on 50 vendors. The market is characterized by high market concentration and high competition among players. The present scenario is driving vendors to alter and refine their unique value propositions to achieve a strong market presence. The market is prone to the threat of infiltration by low-quality products. The major vendors in the market continually compete for the leading position, with occasional spurts of competition from other local vendors. The market is characterized by the presence of diversified global, regional, and domestic vendors. Regional vendors are estimated to find it increasingly difficult to compete with these global players, as international players expand their market footprint. The future of the global professional hygiene market will rely on new product features, such as eco-friendly and sustainable products and natural-ingredient-based product developments.

Key Vendors

- Cascades Pro
- Essity Aktiebolag
- Kimberly-Clark
- Koch Industries
- Reckitt Benckiser Group

Other Prominent Vendors

- Ableman International
- American Specialties
- Askon Hygiene Products
- Betco Corporation
- Best Sanitizers Inc
- Bobrick Washroom Equipment
- Brightwell Dosing
- Bradley Systems
- BRIGHT PANCAR
- Christeyns
- Cipla
- Cleenol Group
- Contec. Inc
- Dreumex
- Ecolab
- Euronics
- EcoHydra Technologies
- Fluid Energy Group

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- []GOJO Industries
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- []Hokwang Industries
- []Himalaya Global Holdings
- []Hi-Genie
- []Intercare
- []JVD
- []Kutol
- []Kiilto
- []Lion Corporation
- []Nice-Pak Products
- []Pal International
- []PAUL HARTMANN
- []Prevest DenPro Limited
- []SC Johnson & Son
- []SOFIDEL
- []STERIS
- []Stryker
- []Sklar Surgical Instruments
- []Safetec
- []Serchem
- []Vi-John
- []Vectair
- []WEPA Hygieneprodukte
- []Whiteley
- []Zep
- []Zoono Group

SEGMENTATION & FORECAST

- []By Product
- []Tissue & Napkins
- []Soap & Sanitizers
- []Wiping & Cleaning
- []By Application
- []Hospitality
- []Commercial
- []Public Interest
- []Healthcare
- []Industrial
- []By Distribution Channels
- []Offline
- []Online
- []By Geography
- []North America
- []US
- []Canada

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KEY QUESTIONS ANSWERED:

- 1.□What is the growth rate of the global professional hygiene market?
- 2.□What are the factors driving the global professional hygiene market growth?
- 3.□How big is the global professional hygiene market?
- 4.□Which product type will dominate the global professional hygiene market growth?
- 5.□Which region will have the highest growth in the global professional hygiene market?

Table of Contents:

CHAPTER - 1: Scope & Coverage: Professional Hygiene Market Overview

- Market Definition
- Market Derivation
- Segment Coverage & Definition

CHAPTER - 2: Professional Hygiene Market Premium Insights

- Professional Hygiene Market Key Highlights
- Professional Hygiene Market Regional Insights

CHAPTER - 3: Professional hygiene Market Prospects & Opportunities

- Professional Hygiene Market Introduction
- Professional Hygiene Market Opportunities & Trends
- Professional Hygiene Market Drivers
- Professional Hygiene Market Restraints

CHAPTER - 4: Professional Hygiene Market Industry Overview

- GLOBAL: Projected Revenue of Professional Hygiene Market (2021-2030; \$ Billions)

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CHAPTER - 5: Professional Hygiene Market Segmentation Data

- [] GLOBAL: Projected Revenue by Product (2021-2030; \$ Billions)
 - o [] Tissue and napkins (Facial Tissue)
 - o [] Soaps & Sanitizer
 - o [] Wiping & Cleaning
- [] GLOBAL: Projected Revenue by Application (2021-2030; \$ Billions)
 - o [] Hospitality
 - o [] Commercial
 - o [] Public Interest
 - o [] Healthcare
 - o [] Industrial
- [] GLOBAL: Projected Revenue by Distribution Channels (2021-2030; \$ Billions)
 - o [] Offline
 - o [] Online

CHAPTER - 6: Key Regions Overview

- [] North America: Projected Revenue of Professional Hygiene Market (2021-2030; \$ Billions)
 - o [] Projected Revenue of the Professional Hygiene Market in the US
 - o [] Projected Revenue of the Professional Hygiene Market in Canada
- [] Europe: Projected Revenue of Professional Hygiene Market (2021-2030; \$ Billions)
 - o [] Projected Revenue of the Professional Hygiene Market in Germany
 - o [] Projected Revenue of the Professional Hygiene Market in France
 - o [] Projected Revenue of the Professional Hygiene Market in Spain
 - o [] Projected Revenue of the Professional Hygiene Market in Italy
 - o [] Projected Revenue of the Professional Hygiene Market in the UK
- [] APAC: Projected Revenue of Professional Hygiene Market (2021-2030; \$ Billions)
 - o [] Projected Revenue of the Professional Hygiene Market in China
 - o [] Projected Revenue of the Professional Hygiene Market in Japan
 - o [] Projected Revenue of the Professional Hygiene Market in India
 - o [] Projected Revenue of the Professional Hygiene Market in Australia
 - o [] Projected Revenue of the Professional Hygiene Market in South Korea
- [] Latin America: Projected Revenue of Professional Hygiene Market (2021-2030; \$ Billions)
 - o [] Projected Revenue of the Professional Hygiene Market in Brazil
 - o [] Projected Revenue of the Professional Hygiene Market in Mexico
 - o [] Projected Revenue of the Professional Hygiene Market in Argentina
- [] Middle East & Africa: Projected Revenue of Professional Hygiene Market (2021-2030; \$ Billions)
 - o [] Projected Revenue of the Professional Hygiene Market in Turkey
 - o [] Projected Revenue of the Professional Hygiene Market in South Africa
 - o [] Projected Revenue of the Professional Hygiene Market in Saudi Arabia

CHAPTER - 7: Competitive Landscape of Professional Hygiene Market

- [] Professional Hygiene Market - Competitive Landscape
- [] Professional Hygiene Market - Key Vendor Profiles
- [] Professional Hygiene Market - Other Prominent Vendors
- [] Professional Hygiene Market - Key Strategic Recommendations

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