

India Hand Sanitiser Market Report and Forecast 2025-2034

Market Report | 2025-08-12 | 140 pages | EMR Inc.

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Report description:

The India hand sanitiser market attained a value of USD 95.00 Million in 2024, driven by the rising awareness regarding hand hygiene.

Sudden Upsurge Owing to Coronavirus Outbreak to Aid the Market Growth of Hand Sanitiser in India

The hand sanitiser market in India is being driven by the growing demand for cleanliness and hygiene. Due to the COVID-19 outbreak, the market for hand sanitiser is exponentially growing. It is expected to have a healthy growth over the forecast period of 2025-2034. The market is further growing due to the emergence of innovative formats of hand sanitiser to meet the urgent demand of the consumers. Several brands are designing hand sanitisers to provide effective preventive hygiene across the nation.

Hand Sanitiser: Market Segmentation

Hand sanitiser or hand anti-septic is a sanitizing agent, which comes in varied forms to be applied on hands in order to remove different disease-causing pathogens. It is used to inhibit the spread of disease by the transmission of germs and infections via hands. Ethyl alcohol, isopropyl alcohol, or a combination of both are used as active ingredients in hand sanitisers.

On the basis of product, the market is divided into:

- Gel
- Liquid
- Foam
- Others

Based on formulation, the industry can be segmented into:

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- Alcohol Free
- Alcohol

Alcohol free is further divided on the basis of type into benzalkonium chloride, triclosan, and others, whereas alcohol is further segmented on the basis of type into ethanol, isopropyl alcohol, and N-propanol.

By distribution channel, the industry is segregated into:

- Hypermarkets and Supermarkets
- Convenience Stores
- Drug Stores
- Online
- Others

On the basis of end use, the industry is categorized into:

- Hospitals
- Restaurants and Hotels
- Household Purpose
- Others

Breakup by Region:

- North
- East
- South
- West

Growing Demand for Cleanliness and Hygiene to Aid the Market Growth of Hand Sanitiser in India

The market growth of hand sanitiser is being driven by the growing awareness regarding hand hygiene. The market is further aided by the growing shift towards health and wellness due to which consumers are adopting precautionary measures to safeguard against contracting any disease. In addition, hand sanitiser dispensers are being installed in schools at a rapid pace to prevent health issues like diarrhoea, cold, cough, and other related infections among students from occurring or spreading. Furthermore, the launch of fragrant and perfumed hand sanitisers that offer a pleasant scent to hands in addition to maintaining hygiene, along with the environment-friendly and natural product variants, are also aiding the product's demand. The market has witnessed a sudden upsurge owing to coronavirus outbreak in 2020 and is expected to have exponential growth over the forecast period.

Key Industry Players in the India Hand Sanitiser Market

The report gives a detailed analysis of the following key players in the India hand sanitiser market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Paul Hartmann AG
- ITC Limited

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- Reckitt Benckiser Group Plc
- Unilever Plc
- Dabur India Ltd
- Godrej Consumer Products Ltd.
- GOJO Industries, Inc.
- 3M Co.
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

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