

**Personal Hygiene in North America**

Industry Report | 2025-08-28 | 48 pages | MarketLine

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**Report description:**

Personal Hygiene in North America

## Summary

Personal Hygiene in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- Personal hygiene market includes retail sales of anti-perspirants & deodorants, soap, and bath & shower products. Anti-perspirants & deodorants segment covers all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. Soap segment includes both bar soap and liquid soaps. Bath & shower products segment includes bubble baths, as well as bath-time washing gels and lotions. It also covers non-liquid bath additives such as bath bombs, beads, and salts. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The North American personal hygiene market recorded revenues of \$23.7 billion in 2024, representing a compound annual growth rate (CAGR) of 6.0% between 2019-24.
- Market consumption volume increased with a CAGR of 2.9% between 2019-24, reaching a total of 6.6 billion units in 2024.
- The North American personal hygiene market experienced healthy growth during the review period (2019-24), driven by higher consumer focus on hygiene, demand for natural and premium products, and the rise of online sales. This was further supported by an increase in net household disposable income in the US, which rose by 5.4% in 2024 compared with the previous year, as per Eurostat, giving consumers more room to spend on personal care.

## Scope

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in North America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in North America
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the North America personal hygiene market with five year forecasts

## Reasons to Buy

- What was the size of the North America personal hygiene market by value in 2024?
- What will be the size of the North America personal hygiene market in 2029?
- What factors are affecting the strength of competition in the North America personal hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up North America's personal hygiene market?

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