



Euromonitor  
International

# Hand Sanitisers: The Story Ahead

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## INTRODUCTION

### Scope

Value creation, pandemic effects have the greatest impact on hand sanitisers in Middle East and Africa

### Definitions

## STATE OF PLAY

Hand sanitisers remain an important part of maintaining personal hygiene

Hygiene hyper-focus among consumers boosts demand for complementary products

Habit persistence drives frequent hand sanitiser usage, complementing handwashing

## OPPORTUNITIES WITHIN EMERGING MARKETS

Emerging markets in Middle East and Africa and Latin America offer strong opportunities

Middle East and Africa sees a surge in product variety

## REGION FOCUS: MIDDLE EAST AND AFRICA

Middle Eastern consumers use hand sanitisers for protection

Hand sanitiser benefits as a ready-to-use antiseptic solution in Africa

Hand sanitisers in MEA to witness steady rise in per capita after COVID-19

Hypermarkets and supermarkets is the key distribution channel for hand sanitisers in MEA

Top 10 claims in hand sanitisers are focused towards holistic health and wellness

Well-established brands in bath and shower lead within hand sanitisers

The wide variety of well-known and available hand sanitiser brands encourage daily usage

Private label in Middle East and Africa

Wide-scale distribution continues for holistic omnichannel approach

Growing increase in variety through format, pack size and types

United Arab Emirates: Deep dive

Consumers to remain conscious shoppers due to inflationary pressure

## BRAND STORIES THROUGH CASE STUDIES

Dettol's health-centric portfolio continues to expand

Gojo Industries' Purell increases footprint from institutional channel to end-consumer spaces

Lifebuoy in emerging market regions like Africa increases awareness

Localisation through regional brands

Monobrand store brand Bath & Body Works makes products fun

Avalon Pharma Saudi Arabia's diversified portfolio for holistic health

Rosemetiq organic rosewater-based hand sanitiser in the United Arab Emirates

Byredo rinse-free hand wash provides further diversity to hand sanitiser products

## FUTURE OUTLOOK

Prevention and illness treatment trend to boost sales opportunities

Challenges and competition to stem from local influences and cheaper alternatives

Brands to remain focused on key functions in hand sanitiser

Purpose-led brands for holistic health and wellness for people and planet

Key takeaways and implications

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