The 2014 Study of Waterless Hand Sanitizers

Description: The 2014 Study of Waterless Hand Sanitizers, is second in a trended series and part of our broader series of studies on the antibacterial product market. New for this year...the study was conducted among both users and non-users of waterless hand sanitizers to better understand the barriers to use among non-users.

Report Excerpt:
A market segmentation analysis shows that adults segment into five groups based on attitudes towards germs and bacteria, AB products and hand sanitizers. Two of these segments are the best target markets for hand sanitizers.

Insights that this report offers for the waterless hand sanitizer (WHS) marketer include:
- Competitive market analysis
- Market Perceptions, Concerns
- WHS market size and growth projections
- WHS usage habits and practices
- Purchase drivers –Need/Gap Analysis
- Brand landscape
- Purchase & information sources
- Market Segmentation Analysis

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