The 2014 Study of the Market for Waterless Hand Sanitizers

Description: This study is part of our broader series of studies on the anti-bacterial product market. The study was conducted among both users and non-users of waterless hand sanitizers to better understand the barriers to use among non-users.

Key market insights that this study offers for the waterless/antibacterial hand sanitizer (WAHS) market include:
- Competitive market analysis
- Market perceptions, concerns
- Waterless/antibacterial hand sanitizer market size and growth projections
- Waterless/antibacterial hand sanitizer usage habits and practices
- Purchase drivers
- Brand Landscape
- Purchase and Information sources.

Deliverables include the following 2 volumes:
Summary Volume (96 pages) includes a Key Findings section, followed by a detailed narrative and graphic Summary of Findings. Includes Detailed Tabulations – computer-generated excel tables:
Phase I (Total Respondents) cross-tabbing all questions by 66 demographic and behavioral variables as well as 5 market segments.
Phase II (WAHS users) cross-tabbing all questions by 40 demographic and behavioral variables.
Topline Volume (95 pages) includes tables for each question asked in the survey.

Methodology

This survey was conducted online from November 4-19, 2014, among a national sample of 808 adult men and women, age 18 and older, which includes 313 waterless hand sanitizer users (used in past year).

A Market Segmentation analysis is included to identify distinct groups, each with their own unique set of attitudes toward health & hygiene and hand sanitizers:
- Traditional Germaphobes
- Modern Germaphobes
- Moderates
- Unconcerned
- Pragmatists

A Technical Appendix is included, which contains the questionnaire, composition of the sample and tables of recommended sampling tolerances.

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TECHNICAL APPENDIX
Composition of the Sample
Sampling Tolerances

THE QUESTIONNAIRE

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