

Feminine Care in North America to 2014

<https://marketpublishers.com/r/F1718CACA3FEN.html>

Date: May 2010

Pages: 81

Price: US\$ 495.00 (Single User License)

ID: F1718CACA3FEN

Abstracts

Introduction

This databook provides key data and information on the feminine care market covering two countries in North America. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- Contains information on four categories: sanitary pads, pantliners and shields, tampons, and internal cleansers
- Market, category and segment level information on value and volume with historic (2004-09) and forecast (2010-14) data
- Category level company share as well as distribution share information for 2008 and 2009
- Review of the top two companies within the feminine care market, including company overview, key facts and business description

Highlights

The market for feminine care in North America decreased at a compound annual growth rate of 0.3% between 2004 and 2009.

The sanitary pads category led the feminine market in North America, accounting for a

share of 49.8%.

The leading players in the North American feminine care market include Procter & Gamble Company, The, Johnson & Johnson and Kimberly-Clark Corporation.

Reasons to Purchase

- Develop business strategies by understanding the quantitative trends within the feminine care market in North America
- Design effective marketing and sales strategies by identifying key market categories and segments
- Identify key players within the market to plan lucrative M&A, partnerships and agreements

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: feminine care
Summary category level: internal cleansers
Summary category level: pantliners and shields
Summary category level: sanitary pads
Summary category level: tampons

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition

CHAPTER 3 OVERVIEW

Value Analysis
Volume Analysis

CHAPTER 4 NORTH AMERICA FEMININE CARE: MARKET OVERVIEW

Value analysis (US Dollars), 2004?09
Value analysis (US Dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 5 LEADING COMPANY PROFILES

The Procter & Gamble Company
Johnson & Johnson

CHAPTER 6 CATEGORY ANALYSIS: INTERNAL CLEANSERS

Value analysis (US Dollars), 2004?09

Value analysis (US Dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 CATEGORY ANALYSIS: PANTILINERS AND SHIELDS

Value analysis (US Dollars), 2004?09
Value analysis (US Dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CATEGORY ANALYSIS: SANITARY PADS

Value analysis (US Dollars), 2004?09
Value analysis (US Dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 CATEGORY ANALYSIS: TAMPONS

Value analysis (US Dollars), 2004?09
Value analysis (US Dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 10 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 11 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: Feminine care, North America, value by category (\$m), 2004?14
- Figure 2: Feminine care, North America, category growth comparison, by value, 2004?14
- Figure 3: Feminine care, North America, volume by category (units/6 oz bottle, million), 2004?14
- Figure 4: Feminine care, North America, category growth comparison, by volume, 2004?14
- Figure 5: Feminine care, North America, company share by value (%), 2008?09
- Figure 6: Feminine care, North America, distribution channels by value (%), 2008?09
- Figure 7: Internal cleansers, North America, value (\$m), 2004?14
- Figure 8: Internal cleansers, North America, volume (6 oz bottle, million), 2004?14
- Figure 9: Internal cleansers, North America, distribution channels by value (%), 2008?09
- Figure 10: Pantiliners and shields, North America, value (\$m), 2004?14
- Figure 11: Pantiliners and shields, North America, volume (units, million), 2004?14
- Figure 12: Pantiliners and shields, North America, company share by value (%), 2008?09
- Figure 13: Pantiliners and shields, North America, distribution channels by value (%), 2008?09
- Figure 14: Sanitary pads, North America, value (\$m), 2004?14
- Figure 15: Sanitary pads, North America, volume (units, million), 2004?14
- Figure 16: Sanitary pads, North America, company share by value (%), 2008?09
- Figure 17: Sanitary pads, North America, distribution channels by value (%), 2008?09
- Figure 18: Tampons, North America, value (\$m), 2004?14
- Figure 19: Tampons, North America, volume (units, million), 2004?14
- Figure 20: Tampons, North America, company share by value (%), 2008?09
- Figure 21: Tampons, North America, distribution channels by value (%), 2008?09
- Figure 22: Annual data review process

List Of Tables

LIST OF TABLES

Table 1: Feminine care category definitions

Table 2: Feminine care distribution channels

Table 3: Feminine care, North America, value (country-wise), 2004?09 (\$m)

Table 4: Feminine care, North America, value (country-wise) forecast, 2009?14 (\$m)

Table 5: Feminine care, North America, volume (country-wise), 2004?09 (units/6 oz bottle, million)

Table 6: Feminine care, North America, volume (country-wise) forecast, 2009?14 (units/6 oz bottle, million)

Table 7: Feminine care, North America, value by category (\$m), 2004?09

Table 8: Feminine care, North America, value forecast by category (\$m), 2009?14

Table 9: Feminine care, North America, volume by category (units/6 oz bottle, million), 2004?09

Table 10: Feminine care, North America, volume forecast by category (units/6 oz bottle, million), 2009?14

Table 11: Feminine care, North America, company share by value (%), 2008?09

Table 12: Feminine care, North America, value by company (\$m), 2008?09

Table 13: Feminine care, North America, distribution channels by value (%), 2008?09

Table 14: Feminine care, North America, value by distribution channel (\$m), 2008?09

Table 15: Feminine care, North America, expenditure per capita (\$), 2004?09

Table 16: Feminine care, North America, forecast expenditure per capita (\$), 2009?14

Table 17: Feminine care, North America, consumption per capita (units/6 oz bottle), 2004?09

Table 18: Feminine care, North America, forecast consumption per capita (units/6 oz bottle), 2009?14

Table 19: The Procter & Gamble Company key facts

Table 20: Johnson & Johnson key facts

Table 21: Internal cleansers, North America, value (\$m), 2004?09

Table 22: Internal cleansers, North America, value forecast (\$m), 2009?14

Table 23: Internal cleansers, North America, volume (6 oz bottle, million), 2004?09

Table 24: Internal cleansers, North America, volume forecast (6 oz bottle, million), 2009?14

Table 25: Internal cleansers, North America, company share by value (%), 2008?09

Table 26: Internal cleansers, North America, value by company (\$m), 2008?09

Table 27: Internal cleansers, North America, distribution channels by value (%), 2008?09

- Table 28: Internal cleansers, North America, value by distribution channel (\$m), 2008?09
- Table 29: Internal cleansers, North America, expenditure per capita (\$), 2004?09
- Table 30: Internal cleansers, North America, forecast expenditure per capita (\$), 2009?14
- Table 31: Internal cleansers, North America, consumption per capita (6 oz bottle), 2004?09
- Table 32: Internal cleansers, North America, forecast consumption per capita (6 oz bottle), 2009?14
- Table 33: Pantiliners and shields, North America, value (\$m), 2004?09
- Table 34: Pantiliners and shields, North America, value forecast (\$m), 2009?14
- Table 35: Pantiliners and shields, North America, volume (units, million), 2004?09
- Table 36: Pantiliners and shields, North America, volume forecast (units, million), 2009?14
- Table 37: Pantiliners and shields, North America, company share by value (%), 2008?09
- Table 38: Pantiliners and shields, North America, value by company (\$m), 2008?09
- Table 39: Pantiliners and shields, North America, distribution channels by value (%), 2008?09
- Table 40: Pantiliners and shields, North America, value by distribution channel (\$m), 2008?09
- Table 41: Pantiliners and shields, North America, expenditure per capita (\$), 2004?09
- Table 42: Pantiliners and shields, North America, forecast expenditure per capita (\$), 2009?14
- Table 43: Pantiliners and shields, North America, consumption per capita (units), 2004?09
- Table 44: Pantiliners and shields, North America, forecast consumption per capita (units), 2009?14
- Table 45: Sanitary pads, North America, value (\$m), 2004?09
- Table 46: Sanitary pads, North America, value forecast (\$m), 2009?14
- Table 47: Sanitary pads, North America, volume (units, million), 2004?09
- Table 48: Sanitary pads, North America, volume forecast (units, million), 2009?14
- Table 49: Sanitary pads, North America, company share by value (%), 2008?09
- Table 50: Sanitary pads, North America, value by company (\$m), 2008?09
- Table 51: Sanitary pads, North America, distribution channels by value (%), 2008?09
- Table 52: Sanitary pads, North America, value by distribution channel (\$m), 2008?09
- Table 53: Sanitary pads, North America, expenditure per capita (\$), 2004?09
- Table 54: Sanitary pads, North America, forecast expenditure per capita (\$), 2009?14
- Table 55: Sanitary pads, North America, consumption per capita (units), 2004?09

Table 56: Sanitary pads, North America, forecast consumption per capita (units), 2009?14

Table 57: Tampons, North America, value (\$m), 2004?09

Table 58: Tampons, North America, value forecast (\$m), 2009?14

Table 59: Tampons, North America, volume (units, million), 2004?09

Table 60: Tampons, North America, volume forecast (units, million), 2009?14

Table 61: Tampons, North America, company share by value (%), 2008?09

Table 62: Tampons, North America, value by company (\$m), 2008?09

Table 63: Tampons, North America, distribution channels by value (%), 2008?09

Table 64: Tampons, North America, value by distribution channel (\$m), 2008?09

Table 65: Tampons, North America, expenditure per capita (\$), 2004?09

Table 66: Tampons, North America, forecast expenditure per capita (\$), 2009?14

Table 67: Tampons, North America, consumption per capita (units), 2004?09

Table 68: Tampons, North America, forecast consumption per capita (units), 2009?14

I would like to order

Product name: Feminine Care in North America to 2014

Product link: <https://marketpublishers.com/r/F1718CACA3FEN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F1718CACA3FEN.html>