

Feminine Care in the Philippines to 2014

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Abstracts

Introduction

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

Scope

- Contains information on two categories; sanitary pads, pantliners and shields.
- Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- Category level company and brand 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 the Philippines increased at a compound annual growth rate of 10.4% between 2004 and 2009.

The sanitary pads category led the feminine care market in the Philippines, accounting for a share of 77.1%.

Leading players in Philippines feminine care market include Procter & Gamble Company, The, Kimberly-Clark Corporation and Johnson & Johnson.

Reasons to Purchase

- Develop business strategies by understanding the quantitative trends within the feminine care market in the Philippines
- 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

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