

Feminine in Eastern Europe to 2014

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Abstracts

Introduction

This databook provides key data and information on the feminine market covering 11 countries in Eastern Europe. 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 market, including company overview, key facts and business description

Highlights

The market for feminine in Eastern Europe increased at a compound annual growth rate of 7.1% between 2004 and 2009.

The sanitary pads category led the feminine market in Eastern Europe, accounting for a

share of 59.5%.

The leading players in the Eastern European feminine 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 market in Eastern Europe
- * 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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