

# **Intimate Hygiene Market Research Report by Product Type (Gel, creams and Liquids, Powders, Soaps, and Wipes), by End User (Female and Male), by Distribution Channel - Global Forecast to 2025 - Cumulative Impact of COVID-19**

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## **Abstracts**

### Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global Intimate Hygiene Market is expected to grow from USD 18,234.32 Million in 2020 to USD 25,399.80 Million by the end of 2025.
2. The Global Intimate Hygiene Market is expected to grow from EUR 15,988.20 Million in 2020 to EUR 22,271.03 Million by the end of 2025.
3. The Global Intimate Hygiene Market is expected to grow from GBP 14,213.54 Million in 2020 to GBP 19,798.99 Million by the end of 2025.
4. The Global Intimate Hygiene Market is expected to grow from JPY 1,946,064.35 Million in 2020 to JPY 2,710,802.80 Million by the end of 2025.
5. The Global Intimate Hygiene Market is expected to grow from AUD 26,478.66 Million in 2020 to AUD 36,883.89 Million by the end of 2025.

### Market Segmentation & Coverage:

This research report categorizes the Intimate Hygiene to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Product Type, the Intimate Hygiene Market studied across Gel, creams and Liquids, Powders, Soaps, and Wipes.

Based on End User, the Intimate Hygiene Market studied across Female and Male.

Based on Distribution Channel, the Intimate Hygiene Market studied across Dollar Stores, Drugs And Pharmacy Stores, Online, and Supermarket/hypermarkets.

Based on Geography, the Intimate Hygiene Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

#### Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Intimate Hygiene Market including Edgewell Personal Care, Glenmark, Inlife Pharma, Johnson & Johnson, Kao Corporation, Procter & Gamble, Sanofi, The Boots Company, Unicharm, and Unilever.

#### Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

#### 360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in the Intimate Hygiene Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

#### 360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. **Market Penetration:** Provides comprehensive information on the market offered by the key players
2. **Market Development:** Provides in-depth information about lucrative emerging markets and analyzes the markets
3. **Market Diversification:** Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. **Competitive Assessment & Intelligence:** Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. **Product Development & Innovation:** Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global Intimate Hygiene Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Intimate Hygiene Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Intimate Hygiene Market?
4. What is the competitive strategic window for opportunities in the Global Intimate Hygiene Market?
5. What are the technology trends and regulatory frameworks in the Global Intimate Hygiene Market?
6. What are the modes and strategic moves considered suitable for entering the Global Intimate Hygiene Market?

## Contents

### 1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Limitations
- 1.7. Stakeholders

### 2. RESEARCH METHODOLOGY

- 2.1. Research Process
  - 2.1.1. Define: Research Objective
  - 2.1.2. Determine: Research Design
  - 2.1.3. Prepare: Research Instrument
  - 2.1.4. Collect: Data Source
  - 2.1.5. Analyze: Data Interpretation
  - 2.1.6. Formulate: Data Verification
  - 2.1.7. Publish: Research Report
  - 2.1.8. Repeat: Report Update
- 2.2. Research Execution
  - 2.2.1. Initiation: Research Process
  - 2.2.2. Planning: Develop Research Plan
  - 2.2.3. Execution: Conduct Research
  - 2.2.4. Verification: Finding & Analysis
  - 2.2.5. Publication: Research Report
- 2.3. Research Outcome

### 3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Market Outlook
- 3.3. End User Outlook
- 3.4. Product Type Outlook
- 3.5. Distribution Channel Outlook
- 3.6. Geography Outlook

### 3.7. Competitor Outlook

## **4. MARKET OVERVIEW**

### 4.1. Introduction

### 4.2. Cumulative Impact of COVID-19

## **5. MARKET INSIGHTS**

### 5.1. Market Dynamics

#### 5.1.1. Drivers

#### 5.1.2. Restraints

#### 5.1.3. Opportunities

#### 5.1.4. Challenges

### 5.2. Porters Five Forces Analysis

#### 5.2.1. Threat of New Entrants

#### 5.2.2. Threat of Substitutes

#### 5.2.3. Bargaining Power of Customers

#### 5.2.4. Bargaining Power of Suppliers

#### 5.2.5. Industry Rivalry

## **6. GLOBAL INTIMATE HYGIENE MARKET, BY PRODUCT TYPE**

### 6.1. Introduction

### 6.2. Gel, creams and Liquids

### 6.3. Powders

### 6.4. Soaps

### 6.5. Wipes

## **7. GLOBAL INTIMATE HYGIENE MARKET, BY END USER**

### 7.1. Introduction

### 7.2. Female

### 7.3. Male

## **8. GLOBAL INTIMATE HYGIENE MARKET, BY DISTRIBUTION CHANNEL**

### 8.1. Introduction

### 8.2. Dollar Stores

8.3. Drugs And Pharmacy Stores

8.4. Online

8.5. Supermarket/hypermarkets

## **9. AMERICAS INTIMATE HYGIENE MARKET**

9.1. Introduction

9.2. Argentina

9.3. Brazil

9.4. Canada

9.5. Mexico

9.6. United States

## **10. ASIA-PACIFIC INTIMATE HYGIENE MARKET**

10.1. Introduction

10.2. Australia

10.3. China

10.4. India

10.5. Indonesia

10.6. Japan

10.7. Malaysia

10.8. Philippines

10.9. South Korea

10.10. Thailand

## **11. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET**

11.1. Introduction

11.2. France

11.3. Germany

11.4. Italy

11.5. Netherlands

11.6. Qatar

11.7. Russia

11.8. Saudi Arabia

11.9. South Africa

11.10. Spain

11.11. United Arab Emirates

11.12. United Kingdom

## **12. COMPETITIVE LANDSCAPE**

12.1. FPNV Positioning Matrix

12.1.1. Quadrants

12.1.2. Business Strategy

12.1.3. Product Satisfaction

12.2. Market Ranking Analysis

12.3. Market Share Analysis

12.4. Competitor SWOT Analysis

12.5. Competitive Scenario

12.5.1. Merger & Acquisition

12.5.2. Agreement, Collaboration, & Partnership

12.5.3. New Product Launch & Enhancement

12.5.4. Investment & Funding

12.5.5. Award, Recognition, & Expansion

## **13. COMPANY USABILITY PROFILES**

13.1. Edgewell Personal Care

13.2. Glenmark

13.3. Inlife Pharma

13.4. Johnson & Johnson

13.5. Kao Corporation

13.6. Procter & Gamble

13.7. Sanofi

13.8. The Boots Company

13.9. Unicharm

13.10. Unilever

## **14. APPENDIX**

14.1. Discussion Guide

14.2. License & Pricing

## List Of Tables

### LIST OF TABLES

TABLE 1. CURRENCY CONVERSION RATES

TABLE 2. GLOBAL INTIMATE HYGIENE MARKET SIZE, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 3. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 4. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 5. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEL, CREAMS AND  
LIQUIDS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 6. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY POWDERS, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 7. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY SOAPS, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 8. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY WIPES, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 9. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 10. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY FEMALE, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 11. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY MALE, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 12. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION  
CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 13. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DOLLAR STORES, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 14. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DRUGS AND  
PHARMACY STORES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD  
MILLION)

TABLE 15. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY ONLINE, BY  
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 16. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY  
SUPERMARKET/HYPERMARKETS, BY GEOGRAPHY, 2018-2025  
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 17. AMERICAS INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)



TABLE 18. AMERICAS INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 19. AMERICAS INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 20. AMERICAS INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 21. ARGENTINA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 22. ARGENTINA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 23. ARGENTINA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 24. BRAZIL INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 25. BRAZIL INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 26. BRAZIL INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 27. CANADA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 28. CANADA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 29. CANADA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 30. MEXICO INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 31. MEXICO INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 32. MEXICO INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 33. UNITED STATES INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 34. UNITED STATES INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 35. UNITED STATES INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 36. ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 37. ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY END USER,

2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 38. ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 39. ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 40. AUSTRALIA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 41. AUSTRALIA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 42. AUSTRALIA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 43. CHINA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 44. CHINA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 45. CHINA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 46. INDIA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 47. INDIA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 48. INDIA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 49. INDONESIA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 50. INDONESIA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 51. INDONESIA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 52. JAPAN INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 53. JAPAN INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 54. JAPAN INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 55. MALAYSIA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 56. MALAYSIA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 57. MALAYSIA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 58. PHILIPPINES INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 59. PHILIPPINES INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 60. PHILIPPINES INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 61. SOUTH KOREA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 62. SOUTH KOREA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 63. SOUTH KOREA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 64. THAILAND INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 65. THAILAND INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 66. THAILAND INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 67. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 68. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 69. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 70. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 71. FRANCE INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 72. FRANCE INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 73. FRANCE INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 74. GERMANY INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 75. GERMANY INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 76. GERMANY INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION

CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 77. ITALY INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 78. ITALY INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 79. ITALY INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 80. NETHERLANDS INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 81. NETHERLANDS INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 82. NETHERLANDS INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 83. QATAR INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 84. QATAR INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 85. QATAR INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 86. RUSSIA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 87. RUSSIA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 88. RUSSIA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 89. SAUDI ARABIA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 90. SAUDI ARABIA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 91. SAUDI ARABIA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 92. SOUTH AFRICA INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 93. SOUTH AFRICA INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 94. SOUTH AFRICA INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 95. SPAIN INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 96. SPAIN INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 97. SPAIN INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 98. UNITED ARAB EMIRATES INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 99. UNITED ARAB EMIRATES INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 100. UNITED ARAB EMIRATES INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 101. UNITED KINGDOM INTIMATE HYGIENE MARKET SIZE, BY END USER, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 102. UNITED KINGDOM INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 103. UNITED KINGDOM INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 104. GLOBAL INTIMATE HYGIENE MARKET: SCORES

TABLE 105. GLOBAL INTIMATE HYGIENE MARKET: BUSINESS STRATEGY

TABLE 106. GLOBAL INTIMATE HYGIENE MARKET: PRODUCT SATISFACTION

TABLE 107. GLOBAL INTIMATE HYGIENE MARKET: RANKING

TABLE 108. GLOBAL INTIMATE HYGIENE MARKET: MERGER & ACQUISITION

TABLE 109. GLOBAL INTIMATE HYGIENE MARKET: AGREEMENT, COLLABORATION, & PARTNERSHIP

TABLE 110. GLOBAL INTIMATE HYGIENE MARKET: NEW PRODUCT LAUNCH & ENHANCEMENT

TABLE 111. GLOBAL INTIMATE HYGIENE MARKET: INVESTMENT & FUNDING

TABLE 112. GLOBAL INTIMATE HYGIENE MARKET: AWARD, RECOGNITION, & EXPANSION

TABLE 113. GLOBAL INTIMATE HYGIENE MARKET: LICENSE & PRICING



## List Of Figures

### LIST OF FIGURES

- FIGURE 1. GLOBAL INTIMATE HYGIENE MARKET: RESEARCH PROCESS
- FIGURE 2. GLOBAL INTIMATE HYGIENE MARKET: RESEARCH EXECUTION
- FIGURE 3. GLOBAL INTIMATE HYGIENE MARKET SIZE, 2020 VS 2025 (USD MILLION)
- FIGURE 4. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY END USER, 2020 (USD MILLION)
- FIGURE 5. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2020 (USD MILLION)
- FIGURE 6. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 (USD MILLION)
- FIGURE 7. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 (USD MILLION)
- FIGURE 8. GLOBAL INTIMATE HYGIENE MARKET SIZE, 2018-2025 (USD MILLION)
- FIGURE 9. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)
- FIGURE 10. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)
- FIGURE 11. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2025
- FIGURE 12. GLOBAL INTIMATE HYGIENE MARKET: MARKET DYNAMICS
- FIGURE 13. GLOBAL INTIMATE HYGIENE MARKET: PORTERS FIVE FORCES ANALYSIS
- FIGURE 14. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2020 VS 2025 (%)
- FIGURE 15. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2020 VS 2025 (USD MILLION)
- FIGURE 16. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL INTIMATE HYGIENE MARKET SIZE, BY PRODUCT TYPE, 2025
- FIGURE 17. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY GEL, CREAMS AND LIQUIDS, 2020 VS 2025 (USD MILLION)
- FIGURE 18. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY POWDERS, 2020 VS 2025 (USD MILLION)
- FIGURE 19. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY SOAPS, 2020 VS 2025 (USD MILLION)
- FIGURE 20. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY WIPES, 2020 VS 2025

(USD MILLION)

FIGURE 21. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY END USER, 2020 VS 2025 (%)

FIGURE 22. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY END USER, 2020 VS 2025 (USD MILLION)

FIGURE 23. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL INTIMATE HYGIENE MARKET SIZE, BY END USER, 2025

FIGURE 24. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY FEMALE, 2020 VS 2025 (USD MILLION)

FIGURE 25. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY MALE, 2020 VS 2025 (USD MILLION)

FIGURE 26. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 VS 2025 (%)

FIGURE 27. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2020 VS 2025 (USD MILLION)

FIGURE 28. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DISTRIBUTION CHANNEL, 2025

FIGURE 29. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DOLLAR STORES, 2020 VS 2025 (USD MILLION)

FIGURE 30. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY DRUGS AND PHARMACY STORES, 2020 VS 2025 (USD MILLION)

FIGURE 31. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY ONLINE, 2020 VS 2025 (USD MILLION)

FIGURE 32. GLOBAL INTIMATE HYGIENE MARKET SIZE, BY SUPERMARKET/HYPERMARKETS, 2020 VS 2025 (USD MILLION)

FIGURE 33. AMERICAS INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 34. AMERICAS INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 35. COMPETITIVE STRATEGIC WINDOW FOR AMERICAS INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 36. ARGENTINA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 37. BRAZIL INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 38. CANADA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 39. MEXICO INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 40. UNITED STATES INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 41. ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 42. ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 43. COMPETITIVE STRATEGIC WINDOW FOR ASIA-PACIFIC INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 44. AUSTRALIA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 45. CHINA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 46. INDIA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 47. INDONESIA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 48. JAPAN INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 49. MALAYSIA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 50. PHILIPPINES INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 51. SOUTH KOREA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 52. THAILAND INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 53. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 54. EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 55. COMPETITIVE STRATEGIC WINDOW FOR EUROPE, MIDDLE EAST & AFRICA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 56. FRANCE INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 57. GERMANY INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 58. ITALY INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 59. NETHERLANDS INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,



2018-2025 (USD MILLION)

FIGURE 60. QATAR INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD MILLION)

FIGURE 61. RUSSIA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD MILLION)

FIGURE 62. SAUDI ARABIA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD MILLION)

FIGURE 63. SOUTH AFRICA INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD MILLION)

FIGURE 64. SPAIN INTIMATE HYGIENE MARKET SIZE, BY GEOGRAPHY,  
2018-2025 (USD MILLION)

FIGURE 65. UNITED ARAB EMIRATES INTIMATE HYGIENE MARKET SIZE, BY  
GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 66. UNITED KINGDOM INTIMATE HYGIENE MARKET SIZE, BY  
GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 67. GLOBAL INTIMATE HYGIENE MARKET: 360IRESEARCH FPNV  
POSITIONING MATRIX

FIGURE 68. GLOBAL INTIMATE HYGIENE MARKET: 360IRESEARCH MARKET  
SHARE ANALYSIS

FIGURE 69. GLOBAL INTIMATE HYGIENE MARKET: COMPETITOR SWOT  
ANALYSIS

FIGURE 70. COMPETITIVE SCENARIO ANALYSIS IN GLOBAL INTIMATE HYGIENE  
MARKET, BY TYPE

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