

Baby Care and Feminine Hygiene Products: Global Markets

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Abstracts

Report Scope:

This report provides a detailed look at the global market for baby care and feminine hygiene products. This report highlights the current and future market potential of these products and provides an analysis of the market's drivers, challenges and opportunities. Revenues are divided by region, product type, nature, and distribution channel. For market estimates, historic data has been provided for 2019 and 2020, 2021 (as the base year), estimates for 2022, and forecasts through 2027. The report also covers market share for major companies. It includes profiles of the major players with detailed information about their business segments, financials, product portfolios, and recent developments. It also discusses the impact of the COVID-19 pandemic on the market. The report also discusses the principal distribution channel segments, namely supermarkets and hypermarkets, specialty stores and pharmacies, online stores, and others.

The industry is driven by numerous factors such as increasing awareness regarding female hygiene, modification in purchasing preferences in the market, growing employed women population, and rising health problems that contribute to the market development in the forecasting period. In addition, the growing penetration of ecommerce, coupled with the increasing influence of social media, are acting as catalysts to accelerate the market around the world.

Report Includes:

31 data tables and 12 additional tables



A comprehensive overview of the global markets for baby care and feminine hygiene products

Analyses of the global market trends, with historic market revenue data for 2019-2021, estimates for 2022, and projections of compound annual growth rates (CAGRs) through 2027

Highlights of the current and future market potential for baby care and feminine hygiene products, growth driving factors, industry-specific challenges, and areas of focus to forecast this market into various segments and sub-segments

Estimation of the actual market size and revenue forecast for global baby care and feminine hygiene products market, and corresponding market share analysis by product nature, product type, distribution channel, and region

Coverage of the technological, economic, and business considerations of the global baby care and feminine hygiene products market, with analyses and growth forecasts through 2027

In-depth information (facts and figures) concerning major market dynamics, technology updates, new product launches, supply chain analysis, and competitive environment of the leading market participants

A look into the international safety regulations and guidelines for baby care and feminine hygiene products

Holistic review of the impact of COVID-19 pandemic and the Russia-Ukraine war on global economy as well as women's menstrual health

Identification of the companies best positioned to meet the surging global demand for baby care and feminine hygiene products owing to their proprietary technologies, product launches, mergers and acquisition deals, and other market strategic advantages

Descriptive company profiles of the market leading players, including Johnson & Johnson, Procter & Gamble (P&G), Kao Corp., Kimberly-Clark, Essity and Ontex



Contents

CHAPTER 1 INTRODUCTION

- 1.1 Introduction
- 1.2 Study Goals and Objectives
- 1.3 Scope of the Report
- 1.4 Reasons for Doing This Study
- 1.5 Research Methodology
- 1.6 Geographical Breakdown
- 1.7 Analyst's Credentials
- 1.8 BCC Custom Research
- 1.9 Related BCC Research Reports

CHAPTER 2 SUMMARY AND HIGHLIGHTS

CHAPTER 3 MARKET AND TECHNOLOGY BACKGROUND

- 3.1 Baby Care and Feminine Hygiene
- 3.2 Diapers
- 3.3 Feminine Hygiene Products

CHAPTER 4 MARKET DYNAMICS

- 4.1 Factors Affecting Baby Care and Feminine Hygiene
- 4.2 Market Drivers
- 4.2.1 Rising Female Literacy and Awareness of Menstrual Hygiene and Baby Care
- 4.2.2 Innovative Products
- 4.2.3 Government Initiatives and Funding
- 4.2.4 Increase in Online Availability of Baby Care and Feminine Hygiene Products
- 4.2.5 Increase in Population, Especially in Developing Countries
- 4.3 Market Barriers
 - 4.3.1 Menstruation: Still a Taboo
 - 4.3.2 Lack of Access to Hygiene Products and Facilities
 - 4.3.3 Declining Birth Rate and Fertility Rate in Developed Countries
- 4.4 Market Opportunities
 - 4.4.1 Asia-Pacific Emerges as the Fastest-Growing Market
- 4.4.2 Scope for New Development in Feminine Hygiene Market
- 4.5 Impact of the COVID-19 Pandemic



- 4.6 Impact of COVID-19 on Menstrual Health
- 4.7 Impact of Russia-Ukraine War

CHAPTER 5 MARKET BREAKDOWN BY TYPE

- 5.1 Baby Care and Feminine Hygiene Products Market, by Type
 - 5.1.1 Market Overview
 - 5.1.2 Market Revenue
 - 5.1.3 Disposable Hygiene Products
 - 5.1.4 Reusable Hygiene Products

CHAPTER 6 MARKET BREAKDOWN BY PRODUCT TYPE

- 6.1 Overview
- 6.2 Diapers
 - 6.2.1 Market Size and Forecast
- 6.3 Sanitary Pads
 - 6.3.1 Market Size and Forecast
- 6.4 Tampons and Menstrual Cups
 - 6.4.1 Market Size and Forecast
- 6.5 Internal Cleaners and Hair Removers
 - 6.5.1 Market Size and Forecast
- 6.6 Other Products
 - 6.6.1 Market Size and Forecast

CHAPTER 7 MARKET BREAKDOWN BY REGION

- 7.1 Introduction
- 7.2 North America
 - 7.2.1 U.S.
 - 7.2.1 Canada
- 7.3 Europe
 - 7.3.1 Germany
 - 7.3.2 U.K.
 - 7.3.3 France
 - 7.3.4 Italy
 - 7.3.5 Spain
 - 7.3.6 Rest of Europe
- 7.4 Asia-Pacific



- 7.4.1 China
- 7.4.2 India
- 7.4.3 Japan
- 7.4.4 Rest of Asia-Pacific
- 7.5 Rest of the World

CHAPTER 8 MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

- 8.1 Overview
- 8.2 Distribution Channels in North America
 - 8.2.1 Market Size and Forecast
- 8.3 Distribution Channels in Europe
 - 8.3.1 Market Size and Forecast
- 8.4 Distribution Channels in Asia-Pacific
 - 8.4.1 Market Size and Forecast
- 8.5 Distribution Channels in the Rest of the World
- 8.5.1 Market Size and Forecast

CHAPTER 9 RESEARCH AND NEW DEVELOPMENTS

9.1 New Developments

CHAPTER 10 COMPETITIVE LANDSCAPE

- 10.1 Mergers and Acquisitions (M&A) and Collaborations
- 10.2 Company Share Analysis: Baby Care and Feminine Hygiene Products Market

CHAPTER 11 COMPANY PROFILES

DIVA INTERNATIONAL INC.

EDGEWELL PERSONAL CARE CO.

ESSITY

HENGAN INTERNATIONAL GROUP CO., LTD.

JOHNSON & JOHNSON

KAO CORP.

KIMBERLY-CLARK CORP.

LIL-LETS UK LTD.

ONTEX

PROCTER & GAMBLE



SANOFI UNICHARM CORP.



List Of Tables

LIST OF TABLES

Summary Table A: Global Market for Baby Care and Feminine Hygiene Products, Through 2027

Summary Table B: Global Market for Baby Care and Feminine Hygiene Products, by Type, Through 2027

Summary Table C: Global Market for Baby Care and Feminine Hygiene Products, by Product Type, Through 2027

Table 1: Evolution of Diapers

Table 2: Global Market for Baby Care and Feminine Hygiene Products, by Type,

Through 2027

Table 3: Global Market for Disposable Baby Care and Feminine Hygiene Products, by Region, Through 2027

Table 4: Global Market for Reusable Baby Care and Feminine Hygiene Products, by Region, Through 2027

Table 5: Global Market for Baby Care and Feminine Hygiene Products, by Product Type, Through 2027

Table 6: Diapers Segment in the Global Baby Care and Feminine Hygiene Products Market, by Region, Through 2027

Table 7: Sanitary Pads Segment in the Baby Care and Feminine Hygiene Products Market, by Region, Through 2027

Table 8: Tampons and Menstrual Cups Segment in the Global Baby Care and Feminine Hygiene Products Market, by Region, Through 2027

Table 9: Internal Cleaners and Hair Removers Segment of the Global Baby Care and Feminine Hygiene Products Market, by Region, Through 2027

Table 10: Other Products Segment in the Global Baby Care and Feminine Hygiene Products Market, by Region, Through 2027

Table 11: Global Market for Baby Care and Feminine Hygiene Products, by Region, Through 2027

Table 12: North American Market for Baby Care and Feminine Hygiene Products, by Country, Through 2027

Table 13: European Market for Baby Care and Feminine Hygiene Products, by Country, Through 2027

Table 14: Asia-Pacific Market for Baby Care and Feminine Hygiene Products, by Country, Through 2027

Table 15: Global Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, Through 2027



Table 16: North American Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, Through 2027

Table 17: European Market for Baby Care and Feminine Hygiene Products, by

Distribution Channel, Through 2027

Table 18: Asia-Pacific Market for Baby Care and Feminine Hygiene Product, by

Distribution Channel, Through 2027

Table 19: ROW Market for Baby Care and Feminine Hygiene Products, by Distribution

Channel, Through 2027

Table 20: M&A in the Diapers and Feminine Hygiene Products Industry, 2020-2022

Table 21: Edgewell Personal Care Co.: Business Segments

Table 22: Edgewell Personal Care Co.: Financial Performance, 2019-2021

Table 23: Essity: Business Segments

Table 24: Essity: Financial Performance, 2019-2021

Table 25: Hengan Group: Business Segments

Table 26: Hengan Group: Financial Performance, 2019-2021

Table 27: Johnson & Johnson: Business Segments

Table 28: Johnson & Johnson: Financial Performance, 2019-2021

Table 29: Kao Corp.: Business Segments

Table 30: Kao Corp.: Financial Performance, 2019-2021

Table 31: Kimberly-Clark: Business Segments

Table 32: Kimberly-Clark: Financial Performance, 2019-2021

Table 33: Ontex: Business Segments

Table 34: Ontex: Financial Performance, 2019-2021

Table 35: Procter and Gamble: Business Segments

Table 36: Procter and Gamble: Financial Performance, 2019-2021

Table 37: Sanofi: Business Segments

Table 38: Sanofi: Financial Performance, 2019-2021

Table 39: Unicharm Corp.: Business Segments

Table 40: Unicharm Corp.: Financial Performance, 2019-2021



List Of Figures

LIST OF FIGURES

Summary Figure A: Global Market for Baby Care and Feminine Hygiene Products, 2019-2027

Summary Figure B: Global Market for Baby Care and Feminine Hygiene Products, by Type, 2019-2027

Summary Figure C: Global Baby Care and Feminine Hygiene Products Market, by Product Type, 2019-2027

Figure 1: World Population Estimates, by Region, 2022, 2030 and 2050

Figure 2: Comparison of Real GDP Growth Projections, by Select Countries, 2022 and 2023

Figure 3: Global Market for Baby Care and Feminine Hygiene Products, by Type, 2019-2027

Figure 4: Global Market Share for Baby Care and Feminine Hygiene Products, by Type, 2021

Figure 5: Global Market for Disposable Baby Care and Feminine Hygiene Products, by Region, 2019-2027

Figure 6: Global Market for Reusable Baby Care and Feminine Hygiene Products, by Region, 2019-2027

Figure 7: Global Market for Baby Care and Feminine Hygiene Products, by Product Type, 2019-2027

Figure 8: Global Market Share for Baby Care and Feminine Hygiene Products, by Product Type, 2021

Figure 9: Diapers Segment in the Global Baby Care and Feminine Hygiene Products Market, by Region, 2019-2027

Figure 10: Sanitary Pads Segment in the Baby Care and Feminine Hygiene Products Market, by Region, 2019-2027

Figure 11: Tampons and Menstrual Cups Segment of the Global Baby Care and Feminine Hygiene Products Market, by Region, 2019-2027

Figure 12: Internal Cleaners and Hair Removers Segment of the Global Baby Care and Feminine Hygiene Products Market, by Region, 2019-2027

Figure 13: Other Products Segment in the Global Baby Care and Feminine Hygiene Products Market, by Region, 2019-2027

Figure 14: Global Market for Baby Care and Feminine Hygiene Products, by Region, 2019-2027

Figure 15: Global Market Share for Baby Care and Feminine Hygiene Products, by Region, 2021



- Figure 16: North American Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 17: U.S. Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 18: Canadian Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 19: European Market for Baby Care and Feminine Hygiene Products, by Country, 2019-2027
- Figure 20: German Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 21: U.K. Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 22: French Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 23: Italian Market for Baby Care and Feminine Hygiene Products, 2019–2027
- Figure 24: Spanish Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 25: Rest of European Market for Baby Care and Feminine Hygiene Products, 2019–2027
- Figure 26: Asia-Pacific Market for Baby Care and Feminine Hygiene Products, by Country, 2019-2027
- Figure 27: Chinese Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 28: Indian Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 29: Japanese Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 30: Rest of Asia-Pacific Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 31: RoW Market for Baby Care and Feminine Hygiene Products, 2019-2027
- Figure 32: Global Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, 2019-2027
- Figure 33: North American Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, 2019-2027
- Figure 34: European Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, 2019-2027
- Figure 35: Asia-Pacific Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, 2019-2027
- Figure 36: ROW Market for Baby Care and Feminine Hygiene Products, by Distribution Channel, 2019-2027
- Figure 37: Global Market Share for Baby Care and Feminine Hygiene Products, by Key Manufacturers and Suppliers, 2021
- Figure 38: Edgewell Personal Care Co.: Annual Revenue, 2019-2021
- Figure 39: Edgewell Personal Care Co.: Revenue Share, by Business Segment, 2021
- Figure 40: Edgewell Personal Care Co.: Revenue Share, by Region, 2021
- Figure 41: Essity: Annual Revenue, 2019-2021
- Figure 42: Essity: Revenue Share, by Business Segment, 2021
- Figure 43: Essity: Revenue Share, by Region, 2021



Figure 44: Hengan Group: Annual Revenue, 2019-2021

Figure 45: Hengan Group: Revenue Share, by Business Segment, 2021

Figure 46: Hengan Group: Revenue Share, by Region, 2021

Figure 47: Johnson & Johnson: Annual Revenue, 2019-2021

Figure 48: Johnson & Johnson: Revenue Share, by Business Segment, 2021

Figure 49: Johnson & Johnson: Revenue Share, by Region, 2021

Figure 50: Kao Corp.: Annual Revenue, 2019-2021

Figure 51: Kao Corp.: Revenue Share, by Business Segment, 2021

Figure 52: Kao Corp.: Revenue Share, by Region/Country, 2021

Figure 53: Kimberly-Clark: Annual Revenue, 2019-2021

Figure 54: Kimberly-Clark: Revenue Share, by Business Segment, 2021

Figure 55: Kimberly-Clark: Revenue Share, by Region, 2021

Figure 56: Ontex: Annual Revenue, 2019-2021

Figure 57: Ontex: Revenue Share, by Business Segment, 2021

Figure 58: Ontex: Revenue Share, by Region, 2021

Figure 59: Procter and Gamble: Annual Revenue, 2019-2021

Figure 60: Procter and Gamble: Annual Revenue Share, by Business Segment, 2021

Figure 61: Procter and Gamble: Total Revenue Share, by Region, 2021

Figure 62: Sanofi: Annual Revenue, 2019-2021

Figure 63: Sanofi: Revenue Share, by Business Segment, 2021

Figure 64: Sanofi: Revenue Share, by Region, 2021

Figure 65: Unicharm Corp.: Annual Revenue, 2019-2021

Figure 66: Unicharm Corp.: Revenue Share, by Business Segment, 2021

Figure 67: Unicharm Corp.: Revenue Share, by Region/Country, 2021



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