

Global Feminine Hygiene Market Size Study Estimates By Product (Sanitary Pads, Tampons, Internal Cleaners and Sprays, Panty Liners and Shields, Disposable Razors and Blades) By Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores (drug stores, pharmacies and beauty stores), Convenience Stores, Dollar Stores, Online Stores) and Regional Forecasts 2017-2025

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Abstracts

Global Feminine Hygiene Market to reach USD 44.3 billion by 2025.

Global Feminine Hygiene Market valued approximately USD 21.8 billion in 2016 is anticipated to grow with a healthy growth rate of more than 3.47% over the forecast period 2017-2025. Growth in the organized retail market and rapid urbanization are a reason for the rising demand for organic products. These are some of the factors that are driving the global feminine hygiene products market. Despite these factors, the market is restrained by the environmental risks attached with the disposal of most feminine hygiene products like sanitary pads and tampons.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest

along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product

Sanitary Pads

Tampons

Internal Cleaners and Sprays

Panty Liners and Shields

Disposable Razors and Blades

By Distribution Channel

Supermarkets & Hypermarkets

Specialty Stores (drug stores, pharmacies and beauty stores)

Convenience Stores

Dollar Stores

Online Stores

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015

Base year – 2016

Forecast period – 2017 to 2025

Some of the key manufacturers involved in the market are Procter & Gamble Co, Edge well Personal Care Company, Unicharm Corporation, Kimberly-Clark Corporation, Lil-Lets Group Ltd, Pay Chest Inc. Svenska Cellulosa Aktiebolaget. Kao Group, V, Hengan International Group Co. Limited. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

Target Audience of the Global Feminine Hygiene in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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