

Feminine Wipes Market Size, Share & Trends Analysis Report By Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Pharmacies & Drugstores, Online), By Region, And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/F9E56B011E52EN.html>

Date: August 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: F9E56B011E52EN

Abstracts

This report can be delivered to the clients within 48 Business Hours

Feminine Wipes Market Growth & Trends

The global feminine wipes market size is anticipated to reach USD 2.07 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.8% from 2020 to 2027. Demand for the product is driven by rising awareness among women worldwide regarding genital hygiene. At a macro level, increasing instances of early puberty are contributing significantly to the market growth.

The novel COVID-19 pandemic has contributed significantly to the market growth, with a sizable number of consumers worldwide keeping a stock of products (feminine wipes) that could last for months. Thus, panic buying is likely to create an unprecedented demand for the product throughout 2020. Though numerous leading retail outlets shut down operations due to the COVID-19 crisis during the first half of 2020, online sales of feminine wipes continue to remain healthy, most notably in the Asian markets.

Despite its rising popularity as a convenient feminine intimate care product, feminine wipes continue to face an increasing threat of substitution from a host of products, including washes, creams, and moisturizers. However, key market players are expected to offer products manufactured using sustainable raw materials to offset the threat of substitution for their products.

Asia Pacific emerged as the largest regional market for feminine wipes in 2019. Led by countries such as India and China, the Asia Pacific market is driven by an increasing number of health-conscious women. Southeast Asian markets, including Vietnam and Indonesia, have witnessed healthy gains across retail platforms over the years, thereby emerging as engines of growth. On the other hand, India is likely to emerge as the most lucrative market for feminine wipes in the foreseeable future, given the efforts being made by the industry and the government to promote hygiene practices among women countrywide.

The market is largely fragmented, with both domestic and international players sharing the market space. Market participants are expected to deploy mergers & acquisitions and product innovation as their key strategies to remain competitive in the coming years.

Feminine Wipes Market Report Highlights

In terms of distribution channel, the hypermarkets and supermarkets segment accounted for 37.2% share of the overall revenue in 2019

Asia Pacific held the largest share of 34.2% in 2019

Product innovation emerged as the key strategy deployed by the majority of market players to stay abreast of the competition.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. FEMININE WIPES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis – Porter's
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power
 - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Feminine Wipes Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Global Feminine Wipes Market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. FEMININE WIPES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 5.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 5.2. Supermarkets & Hypermarkets
 - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Convenience Stores
 - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Pharmacies & Drugstores
 - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.5. Online
 - 5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.6. Others
 - 5.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. FEMININE WIPES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1. Regional Movement Analysis & Market Share, 2019 & 2027
- 6.2. North America
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 6.2.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)
 - 6.2.3. The U.S.
 - 6.2.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
 - 6.2.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

Million)

6.3. Europe

6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.3.3. Germany

6.3.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.3.4. The U.K.

6.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.3.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.4. Asia Pacific

6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.4.3. China

6.4.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.4.4. India

6.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.4.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.5. Central & South America

6.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.5.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.5.3. Brazil

6.5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.5.3.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.6. Middle East & Africa

6.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.6.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

6.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

6.6.4. UAE

6.6.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

6.6.4.2. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

7.1. Key global players, recent developments & their impact on the industry

7.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

7.3. Vendor Landscape

7.3.1. Key company market share analysis, 2019

CHAPTER 8. COMPANY PROFILES

8.1. Procter & Gamble

8.1.1. Company Overview

8.1.2. Financial Performance

8.1.3. Product Benchmarking

8.1.4. Strategic Initiatives

8.2. Johnson & Johnson

8.2.1. Company Overview

8.2.2. Financial Performance

8.2.3. Product Benchmarking

8.2.4. Strategic Initiatives

8.3. Edgewell Personal Care

8.3.1. Company Overview

8.3.2. Financial Performance

8.3.3. Product Benchmarking

8.3.4. Strategic Initiatives

8.4. Kimberly-Clark

8.4.1. Company Overview

8.4.2. Financial Performance

8.4.3. Product Benchmarking

8.4.4. Strategic Initiatives

8.5. Unicharm Corporation

8.5.1. Company Overview

8.5.2. Financial Performance

8.5.3. Product Benchmarking

8.5.4. Strategic Initiatives

8.6. ALBAAD

- 8.6.1. Company Overview
- 8.6.2. Financial Performance
- 8.6.3. Product Benchmarking
- 8.6.4. Strategic Initiatives

8.7. Guy & O'Neill, Inc.

- 8.7.1. Company Overview
- 8.7.2. Financial Performance
- 8.7.3. Product Benchmarking
- 8.7.4. Strategic Initiatives

8.8. Bodywise (UK) Limited

- 8.8.1. Company Overview
- 8.8.2. Financial Performance
- 8.8.3. Product Benchmarking
- 8.8.4. Strategic Initiatives

8.9. Corman SpA

- 8.9.1. Company Overview
- 8.9.2. Financial Performance
- 8.9.3. Product Benchmarking
- 8.9.4. Strategic Initiatives

8.10. Laclede, Inc.

- 8.10.1. Company Overview
- 8.10.2. Financial Performance
- 8.10.3. Product Benchmarking
- 8.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Feminine wipes - Key market driver analysis
2. Feminine wipes - Key market restraint analysis
3. Global feminine wipes market estimates and forecast through hypermarkets & supermarkets, 2016 - 2027 (USD Million)
4. Global feminine wipes market estimates and forecast through convenience stores, 2016 - 2027 (USD Million)
5. Global feminine wipes market estimates and forecast through pharmacies & drugstores, 2016 - 2027 (USD Million)
6. Global feminine wipes market estimates and forecast through online, 2016 - 2027 (USD Million)
7. Global feminine wipes market estimates and forecast through other distribution channels, 2016 - 2027 (USD Million)
8. North America feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
9. North America feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
10. U.S. feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
11. U.S. feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
12. Europe feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
13. Europe feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
14. Germany feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
15. Germany feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
16. U.K. feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
17. U.K. feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
18. Asia Pacific feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
19. Asia Pacific feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
20. China feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
21. China feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

22. India feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
23. India feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
24. Central & South America feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
25. Central & South America feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
26. Brazil feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
27. Brazil feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
28. Middle East & Africa feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
29. Middle East & Africa feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
30. UAE feminine wipes market estimates and forecast, 2016 - 2027 (USD Million)
31. UAE feminine wipes market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

List Of Figures

LIST OF FIGURES

1. Feminine wipes market snapshot
2. Feminine wipes market segmentation & scope
3. Feminine wipes market penetration & growth prospect mapping
4. Feminine wipes value chain analysis
5. Feminine wipes market dynamics
6. Feminine wipes market Porter's analysis
7. Feminine wipes market: Distribution Channel movement analysis
8. Feminine wipes market: Regional movement analysis

I would like to order

Product name: Feminine Wipes Market Size, Share & Trends Analysis Report By Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Pharmacies & Drugstores, Online), By Region, And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/F9E56B011E52EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F9E56B011E52EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970