

2018-2023 Global Sanitary Napkin for Feminine Care Consumption Market Report

<https://marketpublishers.com/r/260CFB6C832EN.html>

Date: September 2018

Pages: 162

Price: US\$ 4,660.00 (Single User License)

ID: 260CFB6C832EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Sanitary Napkin for Feminine Care market for 2018-2023.

A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn by women while menstruating, recovering from vaginal surgery, for lochia (post-birth bleeding), after an abortion, or in any other situation where it is necessary to absorb a flow of blood from the vagina.

This report studies the Sanitary Napkin for Feminine Care market, only covers the Disposable Sanitary Napkin, and not covers the Cloth Sanitary Napkin.

In the last several years, global market of Sanitary Napkin for Feminine Care developed rapidly, with an average growth rate of 7.61% during 2013 to 2017. In 2017, global revenue of Sanitary Napkin for Feminine Care is nearly 20.97 Billion USD; the actual sales are about 256303 M Unit.

The classification of sanitary napkin for feminine care includes daily use and night use, and the proportion of sanitary napkin for feminine care for daily use in 2017 is about 69%.

Sanitary Napkin for Feminine Care is widely purchased in supermarket, convenience store, online sales and others. The most proportion of Sanitary Napkin for Feminine Care is purchased in supermarket, and the proportion in 2017 is about 58.7%.

Over the next five years, LPI(LP Information) projects that Sanitary Napkin for Feminine Care will register a 5.7% CAGR in terms of revenue, reach US\$ 29200 million by 2023, from US\$ 21000 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Sanitary Napkin for Feminine Care market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Daily Use

Night Use

Segmentation by application:

Supermarket

Convenience Store

Online Sales

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Procter & Gamble

Kimberly-Clark

Unicharm

Hengan

Johnson & Johnson

Essity

Kingdom Healthcare

Kao Corporation

Jieling

Edgewell Personal Care Company

Elleair

KleanNara

Ontex International

Corman SpA

Bjbest

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Sanitary Napkin for Feminine Care consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Sanitary Napkin for Feminine Care market by identifying its various subsegments.

Focuses on the key global Sanitary Napkin for Feminine Care manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Sanitary Napkin for Feminine Care with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Sanitary Napkin for Feminine Care submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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