

Baby Personal Care in Scandinavia

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Abstracts

Baby Personal Care in Scandinavia

SUMMARY

Baby Personal Care in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The baby personal care market consists of retail sale of baby toiletries and diapers. The baby toiletries segment consists of liquid and solid based bathing products, lotion, oil, powder, shampoo and wipes (baby toiletries). The diapers segment consists of baby, cloth and training. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2018 exchange rates.

The Scandinavian baby personal care market had total revenues of \$510.1m in 2018, representing a compound annual growth rate (CAGR) of 2.4% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.4% between 2014-2018, to reach a total of 52.6 million units in 2018.

Positive economic conditions and increasing purchasing power in the country are the key factors supporting the growth of baby personal care market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in Scandinavia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Scandinavia

Leading company profiles reveal details of key baby personal care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Scandinavia baby personal care market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Scandinavia baby personal care market by value in 2018?

What will be the size of the Scandinavia baby personal care market in 2023?

What factors are affecting the strength of competition in the Scandinavia baby personal care market?

How has the market performed over the last five years?

What are the main segments that make up Scandinavia's baby personal care market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Scandinavian baby personal care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Svenska Cellulosa Aktiebolaget
- 8.2. The Procter & Gamble Co
- 8.3. Johnson & Johnson

9 APPENDIX

- 9.1. Methodology
- 9.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Scandinavia baby personal care market value: \$ million, 2014-18
- Table 2: Scandinavia baby personal care market volume: million units, 2014-18
- Table 3: Scandinavia baby personal care market category segmentation: \$ million, 2018
- Table 4: Scandinavia baby personal care market geography segmentation: \$ million, 2018
- Table 5: Scandinavia baby personal care market distribution: % share, by value, 2018
- Table 6: Scandinavia baby personal care market value forecast: \$ million, 2018-23
- Table 7: Scandinavia baby personal care market volume forecast: million units, 2018-23
- Table 8: Scandinavia baby personal care market share: % share, by value, 2018
- Table 9: Svenska Cellulosa Aktiebolaget: key facts
- Table 10: Svenska Cellulosa Aktiebolaget: Annual Financial Ratios
- Table 11: Svenska Cellulosa Aktiebolaget: Annual Financial Ratios (Continued)
- Table 12: Svenska Cellulosa Aktiebolaget: Key Employees
- Table 13: The Procter & Gamble Co: key facts
- Table 14: The Procter & Gamble Co: Annual Financial Ratios
- Table 15: The Procter & Gamble Co: Key Employees
- Table 16: The Procter & Gamble Co: Key Employees Continued
- Table 17: Johnson & Johnson: key facts
- Table 18: Johnson & Johnson: Annual Financial Ratios
- Table 19: Johnson & Johnson: Key Employees
- Table 20: Johnson & Johnson: Key Employees Continued

List Of Figures

LIST OF FIGURES

Figure 1: Scandinavia baby personal care market value: \$ million, 2014-18

Figure 2: Scandinavia baby personal care market volume: million units, 2014-18

Figure 3: Scandinavia baby personal care market category segmentation: % share, by value, 2018

Figure 4: Scandinavia baby personal care market geography segmentation: % share, by value, 2018

Figure 5: Scandinavia baby personal care market distribution: % share, by value, 2018

Figure 6: Scandinavia baby personal care market value forecast: \$ million, 2018-23

Figure 7: Scandinavia baby personal care market volume forecast: million units, 2018-23

Figure 8: Forces driving competition in the baby personal care market in Scandinavia, 2018

Figure 9: Drivers of buyer power in the baby personal care market in Scandinavia, 2018

Figure 10: Drivers of supplier power in the baby personal care market in Scandinavia, 2018

Figure 11: Drivers of degree of rivalry in the baby personal care market in Scandinavia, 2018

Figure 12: Scandinavia baby personal care market share: % share, by value, 2018

COMPANIES MENTIONED

Svenska Cellulosa Aktiebolaget

The Procter & Gamble Co

Johnson & Johnson

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