

# Canada Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### Summary

Personal Hygiene in Canada industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads and salts. The soap segment consists of both bar soap and liquid soaps. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.

The Canadian Personal Hygiene market had total revenues of \$1,195.9 million in 2022, representing a compound annual growth rate (CAGR) of 2.6% between

2017 and 2022.

Market consumption volume increased with a CAGR of 1.3% between 2017 and 2022, to reach a total of 678.6 million units in 2022.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.1% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$1,323.7 million by the end of 2027.

### Scope

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Canada

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

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

### Reasons to Buy

What was the size of the Canada personal hygiene market by value in 2022?

What will be the size of the Canada personal hygiene market in 2027?

What factors are affecting the strength of competition in the Canada personal hygiene market?

How has the market performed over the last five years?

Who are the top competitors in Canada's personal hygiene 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. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Canadian personal hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period (2017-2022)?
- 7.5. What are the most popular brands in the Canadian personal hygiene market?

## **8 COMPANY PROFILES**

- 8.1. Unilever Plc.
- 8.2. The Procter & Gamble Co
- 8.3. Natura & Co Holding SA
- 8.4. Colgate-Palmolive Co

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Canada personal hygiene market value: \$ million, 2017-22
- Table 2: Canada personal hygiene market volume: million units, 2017-22
- Table 3: Canada personal hygiene market category segmentation: % share, by value, 2017-2022
- Table 4: Canada personal hygiene market category segmentation: \$ million, 2017-2022
- Table 5: Canada personal hygiene market geography segmentation: \$ million, 2022
- Table 6: Canada personal hygiene market distribution: % share, by value, 2022
- Table 7: Canada personal hygiene market value forecast: \$ million, 2022-27
- Table 8: Canada personal hygiene market volume forecast: million units, 2022-27
- Table 9: Canada personal hygiene market share: % share, by value, 2022
- Table 10: Unilever Plc.: key facts
- Table 11: Unilever Plc.: Annual Financial Ratios
- Table 12: Unilever Plc.: Key Employees
- Table 13: Unilever Plc.: Key Employees Continued
- Table 14: The Procter & Gamble Co: key facts
- Table 15: The Procter & Gamble Co: Annual Financial Ratios
- Table 16: The Procter & Gamble Co: Key Employees
- Table 17: The Procter & Gamble Co: Key Employees Continued
- Table 18: Natura & Co Holding SA: key facts
- Table 19: Natura & Co Holding SA: Annual Financial Ratios
- Table 20: Natura & Co Holding SA: Key Employees
- Table 21: Colgate-Palmolive Co: key facts
- Table 22: Colgate-Palmolive Co: Annual Financial Ratios
- Table 23: Colgate-Palmolive Co: Key Employees
- Table 24: Colgate-Palmolive Co: Key Employees Continued
- Table 25: Colgate-Palmolive Co: Key Employees Continued
- Table 26: Colgate-Palmolive Co: Key Employees Continued
- Table 27: Canada size of population (million), 2018-22
- Table 28: Canada gdp (constant 2005 prices, \$ billion), 2018-22
- Table 29: Canada gdp (current prices, \$ billion), 2018-22
- Table 30: Canada inflation, 2018-22
- Table 31: Canada consumer price index (absolute), 2018-22
- Table 32: Canada exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

Figure 1: Canada personal hygiene market value: \$ million, 2017-22

Figure 2: Canada personal hygiene market volume: million units, 2017-22

Figure 3: Canada personal hygiene market category segmentation: \$ million, 2017-2022

Figure 4: Canada personal hygiene market geography segmentation: % share, by value, 2022

Figure 5: Canada personal hygiene market distribution: % share, by value, 2022

Figure 6: Canada personal hygiene market value forecast: \$ million, 2022-27

Figure 7: Canada personal hygiene market volume forecast: million units, 2022-27

Figure 8: Forces driving competition in the personal hygiene market in Canada, 2022

Figure 9: Drivers of buyer power in the personal hygiene market in Canada, 2022

Figure 10: Drivers of supplier power in the personal hygiene market in Canada, 2022

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Canada, 2022

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Canada, 2022

Figure 13: Drivers of degree of rivalry in the personal hygiene market in Canada, 2022

Figure 14: Canada personal hygiene market share: % share, by value, 2022

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