

# Europe Feminine Hygiene Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/E2F891227304EN.html>

Date: June 2023

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: E2F891227304EN

## Abstracts

Europe Feminine Hygiene Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Feminine Hygiene in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 feminine hygiene market consists of retail sales of sanitary pads, tampons, women`s disposable razors & blades, pantliners & shields and internal cleansers & sprays. 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 European Feminine Hygiene market had total revenues of \$7,651.2 million in 2022, representing a compound annual growth rate (CAGR) of 2.9% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.7% between 2017 and 2022, to reach a total of 2,415.1 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$9,288.3 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 feminine hygiene market in Europe

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Europe feminine hygiene market with five year forecasts

### Reasons to Buy

What was the size of the Europe feminine hygiene market by value in 2022?

What will be the size of the Europe feminine hygiene market in 2027?

What factors are affecting the strength of competition in the Europe feminine hygiene market?

How has the market performed over the last five years?

What are the main segments that make up Europe's feminine 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 European feminine 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 in the last 5 years (2017-2022) ?
- 7.5. What are the most popular brands in the European feminine hygiene market ?

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care Co
- 8.3. Johnson & Johnson Services Inc
- 8.4. Essity AB

## **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: Europe feminine hygiene market value: \$ million, 2017-22
- Table 2: Europe feminine hygiene market volume: million units, 2017-22
- Table 3: Europe feminine hygiene market category segmentation: % share, by value, 2017-2022
- Table 4: Europe feminine hygiene market category segmentation: \$ million, 2017-2022
- Table 5: Europe feminine hygiene market geography segmentation: \$ million, 2022
- Table 6: Europe feminine hygiene market distribution: % share, by value, 2022
- Table 7: Europe feminine hygiene market value forecast: \$ million, 2022-27
- Table 8: Europe feminine hygiene market volume forecast: million units, 2022-27
- Table 9: Europe feminine hygiene market share: % share, by value, 2022
- Table 10: The Procter & Gamble Co: key facts
- Table 11: The Procter & Gamble Co: Annual Financial Ratios
- Table 12: The Procter & Gamble Co: Key Employees
- Table 13: The Procter & Gamble Co: Key Employees Continued
- Table 14: Edgewell Personal Care Co: key facts
- Table 15: Edgewell Personal Care Co: Annual Financial Ratios
- Table 16: Edgewell Personal Care Co: Key Employees
- Table 17: Johnson & Johnson Services Inc: key facts
- Table 18: Johnson & Johnson Services Inc: Key Employees
- Table 19: Essity AB: key facts
- Table 20: Essity AB: Annual Financial Ratios
- Table 21: Essity AB: Key Employees
- Table 22: Essity AB: Key Employees Continued
- Table 23: Europe size of population (million), 2018-22
- Table 24: Europe gdp (constant 2005 prices, \$ billion), 2018-22
- Table 25: Europe gdp (current prices, \$ billion), 2018-22
- Table 26: Europe inflation, 2018-22
- Table 27: Europe consumer price index (absolute), 2018-22
- Table 28: Europe exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe feminine hygiene market value: \$ million, 2017-22

Figure 2: Europe feminine hygiene market volume: million units, 2017-22

Figure 3: Europe feminine hygiene market category segmentation: \$ million, 2017-2022

Figure 4: Europe feminine hygiene market geography segmentation: % share, by value, 2022

Figure 5: Europe feminine hygiene market distribution: % share, by value, 2022

Figure 6: Europe feminine hygiene market value forecast: \$ million, 2022-27

Figure 7: Europe feminine hygiene market volume forecast: million units, 2022-27

Figure 8: Forces driving competition in the feminine hygiene market in Europe, 2022

Figure 9: Drivers of buyer power in the feminine hygiene market in Europe, 2022

Figure 10: Drivers of supplier power in the feminine hygiene market in Europe, 2022

Figure 11: Factors influencing the likelihood of new entrants in the feminine hygiene market in Europe, 2022

Figure 12: Factors influencing the threat of substitutes in the feminine hygiene market in Europe, 2022

Figure 13: Drivers of degree of rivalry in the feminine hygiene market in Europe, 2022

Figure 14: Europe feminine hygiene market share: % share, by value, 2022

## I would like to order

Product name: Europe Feminine Hygiene Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/E2F891227304EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E2F891227304EN.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