

# Feminine Hygiene Global Industry Guide 2015-2024

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## Abstracts

Feminine Hygiene Global Industry Guide 2015-2024

### SUMMARY

Global Feminine Hygiene industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 2019 exchange rates.

The global feminine hygiene market had total revenues of \$32.7bn in 2019, representing a compound annual growth rate (CAGR) of 5.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.1% between 2015 and 2019, to reach a total of 11,632.9 million units in 2019.

A myriad of factors have contributed to growth in this market. In developing countries, rapid urbanization, increasing middle-class sizes and disposable income have driven demand for feminine hygiene products, particularly in India

and China.

## **SCOPE**

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

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

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 global feminine hygiene market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the global feminine hygiene market by value in 2019?

What will be the size of the global feminine hygiene market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in the global 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. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL FEMININE HYGIENE**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

### **4 FEMININE HYGIENE IN ASIA-PACIFIC**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

### **5 FEMININE HYGIENE IN EUROPE**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators

## **6 FEMININE HYGIENE IN FRANCE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

## **7 FEMININE HYGIENE IN GERMANY**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators

## **8 FEMININE HYGIENE IN ITALY**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

## **9 FEMININE HYGIENE IN JAPAN**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation

- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators

## **10 FEMININE HYGIENE IN AUSTRALIA**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

## **11 FEMININE HYGIENE IN CANADA**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

## **12 FEMININE HYGIENE IN CHINA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

## **13 FEMININE HYGIENE IN THE NETHERLANDS**

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

## **14 FEMININE HYGIENE IN SPAIN**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators

## **15 FEMININE HYGIENE IN THE UNITED KINGDOM**

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

## **16 FEMININE HYGIENE IN THE UNITED STATES**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators

## **17 COMPANY PROFILES**

- 17.1. Kimberly-Clark Corp
- 17.2. Edgewell Personal Care LLC
- 17.3. Unicharm Corp
- 17.4. The Procter & Gamble Co
- 17.5. Svenska Cellulosa Aktiebolaget
- 17.6. Johnson & Johnson
- 17.7. Shiseido Company, Limited
- 17.8. Hengan International Group Company Limited

## **18 APPENDIX**

18.1. Methodology

18.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Global feminine hygiene market value: \$ million, 2015–19

Table 2: Global feminine hygiene market volume: million units, 2015–19

Table 3: Global feminine hygiene market category segmentation: \$ million, 2019

Table 4: Global feminine hygiene market geography segmentation: \$ million, 2019

Table 5: Global feminine hygiene market share: % share, by value, 2019

Table 6: Global feminine hygiene market distribution: % share, by value, 2019

Table 7: Global feminine hygiene market value forecast: \$ million, 2019–24

Table 8: Global feminine hygiene market volume forecast: million units, 2019–24

Table 9: Global size of population (million), 2015–19

Table 10: Global gdp (constant 2005 prices, \$ billion), 2015–19

Table 11: Global gdp (current prices, \$ billion), 2015–19

Table 12: Global inflation, 2015–19

Table 13: Global consumer price index (absolute), 2015–19

Table 14: Global exchange rate, 2015–19

Table 15: Asia-Pacific feminine hygiene market value: \$ million, 2015–19

Table 16: Asia-Pacific feminine hygiene market volume: million units, 2015–19

Table 17: Asia-Pacific feminine hygiene market category segmentation: \$ million, 2019

Table 18: Asia-Pacific feminine hygiene market geography segmentation: \$ million, 2019

Table 19: Asia-Pacific feminine hygiene market share: % share, by value, 2019

Table 20: Asia-Pacific feminine hygiene market distribution: % share, by value, 2019

Table 21: Asia-Pacific feminine hygiene market value forecast: \$ million, 2019–24

Table 22: Asia-Pacific feminine hygiene market volume forecast: million units, 2019–24

Table 23: Europe feminine hygiene market value: \$ million, 2015–19

Table 24: Europe feminine hygiene market volume: million units, 2015–19

Table 25: Europe feminine hygiene market category segmentation: \$ million, 2019

Table 26: Europe feminine hygiene market geography segmentation: \$ million, 2019

Table 27: Europe feminine hygiene market share: % share, by value, 2019

Table 28: Europe feminine hygiene market distribution: % share, by value, 2019

Table 29: Europe feminine hygiene market value forecast: \$ million, 2019–24

Table 30: Europe feminine hygiene market volume forecast: million units, 2019–24

Table 31: Europe size of population (million), 2015–19

Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015–19

Table 33: Europe gdp (current prices, \$ billion), 2015–19

Table 34: Europe inflation, 2015–19



Table 35: Europe consumer price index (absolute), 2015–19

Table 36: Europe exchange rate, 2015–19

Table 37: France feminine hygiene market value: \$ million, 2015–19

Table 38: France feminine hygiene market volume: million units, 2015–19

Table 39: France feminine hygiene market category segmentation: \$ million, 2019

Table 40: France feminine hygiene market geography segmentation: \$ million, 2019

Table 41: France feminine hygiene market share: % share, by value, 2019

Table 42: France feminine hygiene market distribution: % share, by value, 2019

Table 43: France feminine hygiene market value forecast: \$ million, 2019–24

Table 44: France feminine hygiene market volume forecast: million units, 2019–24

Table 45: France size of population (million), 2015–19

Table 46: France gdp (constant 2005 prices, \$ billion), 2015–19

Table 47: France gdp (current prices, \$ billion), 2015–19

Table 48: France inflation, 2015–19

Table 49: France consumer price index (absolute), 2015–19

Table 50: France exchange rate, 2015–19

## List Of Figures

### LIST OF FIGURES

Figure 1: Global feminine hygiene market value: \$ million, 2015–19

Figure 2: Global feminine hygiene market volume: million units, 2015–19

Figure 3: Global feminine hygiene market category segmentation: % share, by value, 2019

Figure 4: Global feminine hygiene market geography segmentation: % share, by value, 2019

Figure 5: Global feminine hygiene market share: % share, by value, 2019

Figure 6: Global feminine hygiene market distribution: % share, by value, 2019

Figure 7: Global feminine hygiene market value forecast: \$ million, 2019–24

Figure 8: Global feminine hygiene market volume forecast: million units, 2019–24

Figure 9: Forces driving competition in the global feminine hygiene market, 2019

Figure 10: Drivers of buyer power in the global feminine hygiene market, 2019

Figure 11: Drivers of supplier power in the global feminine hygiene market, 2019

Figure 12: Factors influencing the likelihood of new entrants in the global feminine hygiene market, 2019

Figure 13: Factors influencing the threat of substitutes in the global feminine hygiene market, 2019

Figure 14: Drivers of degree of rivalry in the global feminine hygiene market, 2019

Figure 15: Asia-Pacific feminine hygiene market value: \$ million, 2015–19

Figure 16: Asia-Pacific feminine hygiene market volume: million units, 2015–19

Figure 17: Asia-Pacific feminine hygiene market category segmentation: % share, by value, 2019

Figure 18: Asia-Pacific feminine hygiene market geography segmentation: % share, by value, 2019

Figure 19: Asia-Pacific feminine hygiene market share: % share, by value, 2019

Figure 20: Asia-Pacific feminine hygiene market distribution: % share, by value, 2019

Figure 21: Asia-Pacific feminine hygiene market value forecast: \$ million, 2019–24

Figure 22: Asia-Pacific feminine hygiene market volume forecast: million units, 2019–24

Figure 23: Forces driving competition in the feminine hygiene market in Asia-Pacific, 2019

Figure 24: Drivers of buyer power in the feminine hygiene market in Asia-Pacific, 2019

Figure 25: Drivers of supplier power in the feminine hygiene market in Asia-Pacific, 2019

Figure 26: Factors influencing the likelihood of new entrants in the feminine hygiene market in Asia-Pacific, 2019

Figure 27: Factors influencing the threat of substitutes in the feminine hygiene market in Asia-Pacific, 2019

Figure 28: Drivers of degree of rivalry in the feminine hygiene market in Asia-Pacific, 2019

Figure 29: Europe feminine hygiene market value: \$ million, 2015–19

Figure 30: Europe feminine hygiene market volume: million units, 2015–19

Figure 31: Europe feminine hygiene market category segmentation: % share, by value, 2019

Figure 32: Europe feminine hygiene market geography segmentation: % share, by value, 2019

Figure 33: Europe feminine hygiene market share: % share, by value, 2019

Figure 34: Europe feminine hygiene market distribution: % share, by value, 2019

Figure 35: Europe feminine hygiene market value forecast: \$ million, 2019–24

Figure 36: Europe feminine hygiene market volume forecast: million units, 2019–24

Figure 37: Forces driving competition in the feminine hygiene market in Europe, 2019

Figure 38: Drivers of buyer power in the feminine hygiene market in Europe, 2019

Figure 39: Drivers of supplier power in the feminine hygiene market in Europe, 2019

Figure 40: Factors influencing the likelihood of new entrants in the feminine hygiene market in Europe, 2019

Figure 41: Factors influencing the threat of substitutes in the feminine hygiene market in Europe, 2019

Figure 42: Drivers of degree of rivalry in the feminine hygiene market in Europe, 2019

Figure 43: France feminine hygiene market value: \$ million, 2015–19

Figure 44: France feminine hygiene market volume: million units, 2015–19

Figure 45: France feminine hygiene market category segmentation: % share, by value, 2019

Figure 46: France feminine hygiene market geography segmentation: % share, by value, 2019

Figure 47: France feminine hygiene market share: % share, by value, 2019

Figure 48: France feminine hygiene market distribution: % share, by value, 2019

Figure 49: France feminine hygiene market value forecast: \$ million, 2019–24

Figure 50: France feminine hygiene market volume forecast: million units, 2019–24

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