

# Feminine Hygiene in Australia

<https://marketpublishers.com/r/FB4BC948D29EN.html>

Date: April 2020

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: FB4BC948D29EN

## Abstracts

Feminine Hygiene in Australia

### SUMMARY

Feminine Hygiene in Australia 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 and blades, pantliners and shields and internal cleansers and 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 Australian feminine hygiene market had total revenues of \$397.8m in 2019, representing a compound annual growth rate (CAGR) of 2.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.5% between 2015 and 2019, to reach a total of 91.7 million units in 2019.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.7% for the five-year period 2019-2024, which is expected to drive the

market to a value of \$454.6m by the end of 2024. The feminine hygiene market in Australia is strongly influenced by the importance of personal hygiene. Moreover, the rising middle-class population and increasing disposable income widen the consumer base for producers in this market.

## SCOPE

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

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Australia'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 Australian feminine hygiene market??
- 7.3. Which companies have been most successful in increasing their market share between 2015 and 2019?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Svenska Cellulosa Aktiebolaget
- 8.2. Johnson & Johnson
- 8.3. Edgewell Personal Care LLC

## **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: Australia feminine hygiene market value: \$ million, 2015-19
Table 2: Australia feminine hygiene market volume: million units, 2015-19
Table 3: Australia feminine hygiene market category segmentation: \$ million, 2019
Table 4: Australia feminine hygiene market geography segmentation: \$ million, 2019
Table 5: Australia feminine hygiene market distribution: % share, by value, 2019
Table 6: Australia feminine hygiene market value forecast: \$ million, 2019-24
Table 7: Australia feminine hygiene market volume forecast: million units, 2019-24
Table 8: Australia feminine hygiene market share: % share, by value, 2019
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: Johnson & Johnson: key facts
Table 14: Johnson & Johnson: Annual Financial Ratios
Table 15: Johnson & Johnson: Key Employees
Table 16: Johnson & Johnson: Key Employees Continued
Table 17: Edgewell Personal Care LLC: key facts
Table 18: Edgewell Personal Care LLC: Annual Financial Ratios
Table 19: Edgewell Personal Care LLC: Key Employees
Table 20: Australia size of population (million), 2015-19
Table 21: Australia gdp (constant 2005 prices, \$ billion), 2015-19
Table 22: Australia gdp (current prices, \$ billion), 2015-19
Table 23: Australia inflation, 2015-19
Table 24: Australia consumer price index (absolute), 2015-19
Table 25: Australia exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Australia feminine hygiene market value: \$ million, 2015-19

Figure 2: Australia feminine hygiene market volume: million units, 2015-19

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

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

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

Figure 6: Australia feminine hygiene market value forecast: \$ million, 2019-24

Figure 7: Australia feminine hygiene market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the feminine hygiene market in Australia, 2019

Figure 9: Drivers of buyer power in the feminine hygiene market in Australia, 2019

Figure 10: Drivers of supplier power in the feminine hygiene market in Australia, 2019

Figure 11: Factors influencing the likelihood of new entrants in the feminine hygiene market in Australia, 2019

Figure 12: Factors influencing the threat of substitutes in the feminine hygiene market in Australia, 2019

Figure 13: Drivers of degree of rivalry in the feminine hygiene market in Australia, 2019

Figure 14: Australia feminine hygiene market share: % share, by value, 2019

## I would like to order

Product name: Feminine Hygiene in Australia

Product link: <https://marketpublishers.com/r/FB4BC948D29EN.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/FB4BC948D29EN.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