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Feminine Hygiene in China

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Abstracts

Feminine Hygiene in China

SUMMARY

Feminine Hygiene in China 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, pantiliners 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 Chinese Feminine Hygiene market had total revenues of $12.3bn in 2019, representing a compound annual growth rate (CAGR) of 6.6% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.9% between 2015 and 2019, to reach a total of 4,100.4 million units in 2019.

The Chinese feminine market contributed the highest share of the overall Asia-Pacific feminine hygiene market value in 2019 with 74.5%. Economic development, increasing disposable income and rapid urbanization helped the

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market to grow at a strong rate.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitiors in China's feminine hygiene market?

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