

# Feminine Hygiene in Europe

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## Abstracts

Feminine Hygiene in Europe

### SUMMARY

Feminine Hygiene in Europe 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 European feminine hygiene market had total revenues of \$7,656.0m in 2019, representing a compound annual growth rate (CAGR) of 3.0% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.2% between 2015 and 2019, to reach a total of 2,433.9 million units in 2019.

Feminine hygiene market is a mature market in the European region, particularly in Germany and the UK. Therefore, strong growth is not expected. Moreover,

socio-economic challenges are affecting consumer spending power, which is also affecting overall feminine hygiene market growth. However, growing hygiene practices, along with demand for organic (plastic-free and chlorine-free) sanitary pads, is increasing in this region. This trend is creating opportunity for manufacturers to focus on launching organic products 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 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 by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Europe's feminine hygiene market?

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