

Feminine Hygiene in Germany

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Abstracts

Feminine Hygiene in Germany

SUMMARY

Feminine Hygiene in Germany 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 German feminine hygiene market had total revenues of \$1,068.4m in 2019, representing a compound annual growth rate (CAGR) of 2.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.9% between 2015 and 2019, to reach a total of 258.6 million units in 2019.

The German feminine market is mature; therefore, strong growth is not expected. However, rising disposable income, supported by the growing

economy, helped to provide demand for premium products.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Germany'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 German 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. The Procter & Gamble Co
- 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: Germany feminine hygiene market value: \$ million, 2015-19
Table 2: Germany feminine hygiene market volume: million units, 2015-19
Table 3: Germany feminine hygiene market category segmentation: \$ million, 2019
Table 4: Germany feminine hygiene market geography segmentation: \$ million, 2019
Table 5: Germany feminine hygiene market distribution: % share, by value, 2019
Table 6: Germany feminine hygiene market value forecast: \$ million, 2019-24
Table 7: Germany feminine hygiene market volume forecast: million units, 2019-24
Table 8: Germany feminine hygiene market share: % share, by value, 2019
Table 9: The Procter & Gamble Co: key facts
Table 10: The Procter & Gamble Co: Annual Financial Ratios
Table 11: The Procter & Gamble Co: Key Employees
Table 12: The Procter & Gamble Co: Key Employees Continued
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: Germany size of population (million), 2015-19
Table 21: Germany gdp (constant 2005 prices, \$ billion), 2015-19
Table 22: Germany gdp (current prices, \$ billion), 2015-19
Table 23: Germany inflation, 2015-19
Table 24: Germany consumer price index (absolute), 2015-19
Table 25: Germany exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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