

Feminine Hygiene in Italy

<https://marketpublishers.com/r/F689D2DD72CEN.html>

Date: April 2020

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: F689D2DD72CEN

Abstracts

Feminine Hygiene in Italy

SUMMARY

Feminine Hygiene in Italy 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 Italian feminine hygiene market had total revenues of \$827.8m in 2019, representing a compound annual growth rate (CAGR) of 1.7% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.3% between 2015 and 2019, to reach a total of 198.4 million units in 2019.

In Italy, the feminine hygiene products market was largely affected by the country`s poor economic condition during the review period.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Italy'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 Italian feminine hygiene market?
- 7.3. Which companies have been most successful in increasing their market share between 2015 and 2019?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Svenska Cellulosa Aktiebolaget
- 8.3. Johnson & Johnson

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: Italy feminine hygiene market value: \$ million, 2015-19
- Table 2: Italy feminine hygiene market volume: million units, 2015-19
- Table 3: Italy feminine hygiene market category segmentation: \$ million, 2019
- Table 4: Italy feminine hygiene market geography segmentation: \$ million, 2019
- Table 5: Italy feminine hygiene market distribution: % share, by value, 2019
- Table 6: Italy feminine hygiene market value forecast: \$ million, 2019-24
- Table 7: Italy feminine hygiene market volume forecast: million units, 2019-24
- Table 8: Italy 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: Svenska Cellulosa Aktiebolaget: key facts
- Table 14: Svenska Cellulosa Aktiebolaget: Annual Financial Ratios
- Table 15: Svenska Cellulosa Aktiebolaget: Annual Financial Ratios (Continued)
- Table 16: Svenska Cellulosa Aktiebolaget: Key Employees
- Table 17: Johnson & Johnson: key facts
- Table 18: Johnson & Johnson: Annual Financial Ratios
- Table 19: Johnson & Johnson: Key Employees
- Table 20: Johnson & Johnson: Key Employees Continued
- Table 21: Italy size of population (million), 2015-19
- Table 22: Italy gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Italy gdp (current prices, \$ billion), 2015-19
- Table 24: Italy inflation, 2015-19
- Table 25: Italy consumer price index (absolute), 2015-19
- Table 26: Italy exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

- Figure 1: Italy feminine hygiene market value: \$ million, 2015-19
- Figure 2: Italy feminine hygiene market volume: million units, 2015-19
- Figure 3: Italy feminine hygiene market category segmentation: % share, by value, 2019
- Figure 4: Italy feminine hygiene market geography segmentation: % share, by value, 2019
- Figure 5: Italy feminine hygiene market distribution: % share, by value, 2019
- Figure 6: Italy feminine hygiene market value forecast: \$ million, 2019-24
- Figure 7: Italy feminine hygiene market volume forecast: million units, 2019-24
- Figure 8: Forces driving competition in the feminine hygiene market in Italy, 2019
- Figure 9: Drivers of buyer power in the feminine hygiene market in Italy, 2019
- Figure 10: Drivers of supplier power in the feminine hygiene market in Italy, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the feminine hygiene market in Italy, 2019
- Figure 12: Factors influencing the threat of substitutes in the feminine hygiene market in Italy, 2019
- Figure 13: Drivers of degree of rivalry in the feminine hygiene market in Italy, 2019
- Figure 14: Italy feminine hygiene market share: % share, by value, 2019

I would like to order

Product name: Feminine Hygiene in Italy

Product link: <https://marketpublishers.com/r/F689D2DD72CEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F689D2DD72CEN.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