

# Feminine Hygiene in North America

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## Abstracts

Feminine Hygiene in North America

### SUMMARY

Feminine Hygiene in North America 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 North American feminine hygiene market had total revenues of \$5,442.7m in 2019, representing a compound annual growth rate (CAGR) of 3.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.4% between 2015 and 2019, to reach a total of 1,034.8 million units in 2019.

A large young female population and an increasing number of women participating in the workforce are creating demand for convenient and hygiene

products, particularly sanitary pads. Additionally, to reduce the ecological footprint and impact of feminine hygiene products and waste, manufacturers are using compostable, biodegradable and 100% plastic free materials to produce organic pads and tampons.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in North America'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 North American 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. Edgewell Personal Care LLC
- 8.3. Kimberly-Clark Corp

## **9 APPENDIX**

- 9.1. Methodology
- 9.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: North America feminine hygiene market value: \$ million, 2015-19

Table 2: North America feminine hygiene market volume: million units, 2015-19

Table 3: North America feminine hygiene market category segmentation: \$ million, 2019

Table 4: North America feminine hygiene market geography segmentation: \$ million, 2019

Table 5: North America feminine hygiene market distribution: % share, by value, 2019

Table 6: North America feminine hygiene market value forecast: \$ million, 2019-24

Table 7: North America feminine hygiene market volume forecast: million units, 2019-24

Table 8: North America 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: Edgewell Personal Care LLC: key facts

Table 14: Edgewell Personal Care LLC: Annual Financial Ratios

Table 15: Edgewell Personal Care LLC: Key Employees

Table 16: Kimberly-Clark Corp: key facts

Table 17: Kimberly-Clark Corp: Annual Financial Ratios

Table 18: Kimberly-Clark Corp: Key Employees

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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