

Feminine Hygiene in Scandinavia

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Abstracts

Feminine Hygiene in Scandinavia

SUMMARY

Feminine Hygiene in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). 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 2018 exchange rates.

The Scandinavian feminine hygiene market had total revenues of \$374.5m in 2018, representing a compound annual growth rate (CAGR) of 3.4% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.1% between 2014 and 2018, to reach a total of 77.2 million units in 2018.

Economic recovery during the review period built up consumer confidence, encouraging them to spend more on personal hygiene 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 Scandinavia

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

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

REASONS TO BUY

What was the size of the Scandinavia feminine hygiene market by value in 2018?

What will be the size of the Scandinavia feminine hygiene market in 2023?

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Johnson & Johnson

The Procter & Gamble Co

Svenska Cellulosa Aktiebolaget

Societe BIC

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