

Feminine Hygiene in the United States

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Abstracts

Feminine Hygiene in the United States

Summary

Feminine Hygiene in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). 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 2023 exchange rates.

The US Feminine Hygiene market had total revenues of \$5,892.7 million in 2023, representing a compound annual growth rate (CAGR) of 4.2% between 2018 and 2023.

Market consumption volume increased with a CAGR of 1.3% between 2018 and 2023, to reach a total of 831.6 million units in 2023.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.8% for the five-year period 2023-28, which is expected to drive the market to a value of \$7,441.2 million by the end of 2028.

Scope

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

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

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 United States feminine hygiene market with five year forecasts

Reasons to Buy

What was the size of the United States feminine hygiene market by value in 2023?

What will be the size of the United States feminine hygiene market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up the United States'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 US feminine hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-23) ?
- 7.4. Which companies market shares have suffered in the last 5 years (2018-23) ?
- 7.5. What are the most popular brands in the US feminine hygiene market ?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care Co
- 8.3. Societe BIC
- 8.4. Kimberly-Clark Corp

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: United States feminine hygiene market value: \$ million, 2018-23

Table 2: United States feminine hygiene market volume: million units, 2018-23

Table 3: United States feminine hygiene market category segmentation: % share, by value, 2018-23

Table 4: United States feminine hygiene market category segmentation: \$ million, 2018-23

Table 5: United States feminine hygiene market geography segmentation: \$ million, 2023

Table 6: United States feminine hygiene market distribution: % share, by value, 2023

Table 7: United States feminine hygiene market value forecast: \$ million, 2023-28

Table 8: United States feminine hygiene market volume forecast: million units, 2023-28

Table 9: United States feminine hygiene market share: % share, by value, 2023

Table 10: The Procter & Gamble Co: Key Facts

Table 11: The Procter & Gamble Co: Annual Financial Ratios

Table 12: The Procter & Gamble Co: Key Employees

Table 13: The Procter & Gamble Co: Key Employees Continued

Table 14: Edgewell Personal Care Co: Key Facts

Table 15: Edgewell Personal Care Co: Annual Financial Ratios

Table 16: Edgewell Personal Care Co: Key Employees

Table 17: Societe BIC: Key Facts

Table 18: Societe BIC: Annual Financial Ratios

Table 19: Societe BIC: Key Employees

Table 20: Kimberly-Clark Corp: Key Facts

Table 21: Kimberly-Clark Corp: Annual Financial Ratios

Table 22: Kimberly-Clark Corp: Key Employees

Table 23: Kimberly-Clark Corp: Key Employees Continued

Table 24: United States Size of Population (million), 2019-23

Table 25: United States Real GDP (constant 2010 prices, \$ billion), 2019-23

Table 26: United States GDP (current prices, \$ billion), 2019-23

Table 27: United States Inflation, 2019-23

Table 28: United States Consumer Price Index (absolute), 2019-23

Table 29: United States Exchange Rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: United States feminine hygiene market value: \$ million, 2018-23

Figure 2: United States feminine hygiene market volume: million units, 2018-23

Figure 3: United States feminine hygiene market category segmentation: \$ million, 2018-23

Figure 4: United States feminine hygiene market geography segmentation: % share, by value, 2023

Figure 5: United States feminine hygiene market distribution: % share, by value, 2023

Figure 6: United States feminine hygiene market value forecast: \$ million, 2023-28

Figure 7: United States feminine hygiene market volume forecast: million units, 2023-28

Figure 8: Forces driving competition in the feminine hygiene market in the United States, 2023

Figure 9: Drivers of buyer power in the feminine hygiene market in the United States, 2023

Figure 10: Drivers of supplier power in the feminine hygiene market in the United States, 2023

Figure 11: Factors influencing the likelihood of new entrants in the feminine hygiene market in the United States, 2023

Figure 12: Factors influencing the threat of substitutes in the feminine hygiene market in the United States, 2023

Figure 13: Drivers of degree of rivalry in the feminine hygiene market in the United States, 2023

Figure 14: United States feminine hygiene market share: % share, by value, 2023

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