

Germany Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Personal Hygiene in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads and salts. The soap segment consists of both bar soap and liquid soaps. 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 2022 exchange rates.

The German Personal Hygiene market had total revenues of \$2,341.9 million in 2022, representing a compound annual growth rate (CAGR) of 1.9% between 2017 and 2022.

Market consumption volume increased with a CAGR of 0.5% between 2017 and 2022, to reach a total of 1,078.4 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.8% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$2,828.2 million by the end of 2027.

Scope

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

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

Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany personal hygiene market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Germany personal hygiene market by value in 2022?

What will be the size of the Germany personal hygiene market in 2027?

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

How has the market performed over the last five years?

How large is Germany's personal hygiene market in relation to its regional counterparts?

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 personal hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered over the same period (2017-2022)?
- 7.5. What are the most popular brands in the German personal hygiene market?

8 COMPANY PROFILES

- 8.1. Unilever Plc.
- 8.2. Beiersdorf AG
- 8.3. Henkel AG & Co. KGaA
- 8.4. Coty Inc.

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 personal hygiene market value: \$ million, 2017-22

Table 2: Germany personal hygiene market volume: million units, 2017-22

Table 3: Germany personal hygiene market category segmentation: % share, by value, 2017-2022

Table 4: Germany personal hygiene market category segmentation: \$ million, 2017-2022

Table 5: Germany personal hygiene market geography segmentation: \$ million, 2022

Table 6: Germany personal hygiene market distribution: % share, by value, 2022

Table 7: Germany personal hygiene market value forecast: \$ million, 2022-27

Table 8: Germany personal hygiene market volume forecast: million units, 2022-27

Table 9: Germany personal hygiene market share: % share, by value, 2022

Table 10: Unilever Plc.: key facts

Table 11: Unilever Plc.: Annual Financial Ratios

Table 12: Unilever Plc.: Key Employees

Table 13: Unilever Plc.: Key Employees Continued

Table 14: Beiersdorf AG: key facts

Table 15: Beiersdorf AG: Annual Financial Ratios

Table 16: Beiersdorf AG: Key Employees

Table 17: Henkel AG & Co. KGaA: key facts

Table 18: Henkel AG & Co. KGaA: Annual Financial Ratios

Table 19: Henkel AG & Co. KGaA: Key Employees

Table 20: Coty Inc.: key facts

Table 21: Coty Inc.: Annual Financial Ratios

Table 22: Coty Inc.: Key Employees

Table 23: Coty Inc.: Key Employees Continued

Table 24: Germany size of population (million), 2018-22

Table 25: Germany gdp (constant 2005 prices, \$ billion), 2018-22

Table 26: Germany gdp (current prices, \$ billion), 2018-22

Table 27: Germany inflation, 2018-22

Table 28: Germany consumer price index (absolute), 2018-22

Table 29: Germany exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Germany personal hygiene market value: \$ million, 2017-22

Figure 2: Germany personal hygiene market volume: million units, 2017-22

Figure 3: Germany personal hygiene market category segmentation: \$ million, 2017-2022

Figure 4: Germany personal hygiene market geography segmentation: % share, by value, 2022

Figure 5: Germany personal hygiene market distribution: % share, by value, 2022

Figure 6: Germany personal hygiene market value forecast: \$ million, 2022-27

Figure 7: Germany personal hygiene market volume forecast: million units, 2022-27

Figure 8: Forces driving competition in the personal hygiene market in Germany, 2022

Figure 9: Drivers of buyer power in the personal hygiene market in Germany, 2022

Figure 10: Drivers of supplier power in the personal hygiene market in Germany, 2022

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Germany, 2022

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Germany, 2022

Figure 13: Drivers of degree of rivalry in the personal hygiene market in Germany, 2022

Figure 14: Germany personal hygiene market share: % share, by value, 2022

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