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Global Feminine Hygiene

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Abstracts

Global Feminine Hygiene

SUMMARY

Global Feminine Hygiene 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, pantiliners & 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 global feminine hygiene market had total revenues of $32.7bn in 2019, representing a compound annual growth rate (CAGR) of 5.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.1% between 2015 and 2019, to reach a total of 11,632.9 million units in 2019.

A myriad of factors have contributed to growth in this market. In developing countries, rapid urbanization, increasing middle-class sizes and disposable income have driven demand for feminine hygiene products, particularly in India

and China.

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 global

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the globalfeminine hygiene market

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitiors in the global's feminine hygiene market?

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