

North America Feminine Hygiene Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/N458E406D518EN.html>

Date: May 2022

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: N458E406D518EN

Abstracts

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SUMMARY

Feminine Hygiene in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). 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 2021 exchange rates.

The North American feminine hygiene market had total revenues of \$5,746.4m in 2021, representing a compound annual growth rate (CAGR) of 3.2% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.9% between 2016 and 2021, to reach a total of 1.1 billion units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.4% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$7,134.0m by the end of 2026.

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

REASONS TO BUY

What was the size of the North America feminine hygiene market by value in 2021?

What will be the size of the North America feminine hygiene market in 2026?

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?

What are the main segments that make up 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 shares in the last five years (2016-21)?
- 7.4. Which companies' market shares have suffered in the last five years (2016-21)?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the North American feminine hygiene market over the last four years?

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: North America feminine hygiene market value: \$ million, 2016-21

Table 2: North America feminine hygiene market volume: million units, 2016-21

Table 3: North America feminine hygiene market category segmentation: \$ million, 2021

Table 4: North America feminine hygiene market geography segmentation: \$ million, 2021

Table 5: North America feminine hygiene market distribution: % share, by value, 2021

Table 6: North America feminine hygiene market value forecast: \$ million, 2021-26

Table 7: North America feminine hygiene market volume forecast: million units, 2021-26

Table 8: North America feminine hygiene market share: % share, by value, 2021

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 Co: key facts

Table 14: Edgewell Personal Care Co: Annual Financial Ratios

Table 15: Edgewell Personal Care Co: Key Employees

Table 16: Societe BIC: key facts

Table 17: Societe BIC: Annual Financial Ratios

Table 18: Societe BIC: Key Employees

Table 19: Kimberly-Clark Corp: key facts

Table 20: Kimberly-Clark Corp: Annual Financial Ratios

Table 21: Kimberly-Clark Corp: Key Employees

Table 22: North America exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: North America feminine hygiene market value: \$ million, 2016-21

Figure 2: North America feminine hygiene market volume: million units, 2016-21

Figure 3: North America feminine hygiene market category segmentation: % share, by value, 2021

Figure 4: North America feminine hygiene market geography segmentation: % share, by value, 2021

Figure 5: North America feminine hygiene market distribution: % share, by value, 2021

Figure 6: North America feminine hygiene market value forecast: \$ million, 2021-26

Figure 7: North America feminine hygiene market volume forecast: million units, 2021-26

Figure 8: Forces driving competition in the feminine hygiene market in North America, 2021

Figure 9: Drivers of buyer power in the feminine hygiene market in North America, 2021

Figure 10: Drivers of supplier power in the feminine hygiene market in North America, 2021

Figure 11: Factors influencing the likelihood of new entrants in the feminine hygiene market in North America, 2021

Figure 12: Factors influencing the threat of substitutes in the feminine hygiene market in North America, 2021

Figure 13: Drivers of degree of rivalry in the feminine hygiene market in North America, 2021

Figure 14: North America feminine hygiene market share: % share, by value, 2021

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