

# North America (NAFTA) Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/NAACDE61AAE8EN.html>

Date: August 2023

Pages: 98

Price: US\$ 795.00 (Single User License)

ID: NAACDE61AAE8EN

## Abstracts

North America (NAFTA) Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

### Summary

The NAFTA Personal Hygiene industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-22, 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The personal hygiene industry within the NAFTA countries had a total market value of \$16,724.8 million in 2022. The Mexico was the fastest growing country, with a CAGR of 3.8% over the 2018-22 period.

Within the personal hygiene industry, the US is the leading country among the NAFTA bloc, with market revenues of \$14,235.3 million in 2022. This was followed by Mexico and Canada, with a value of \$1,293.6 and \$1,195.9 million, respectively.

The US is expected to lead the personal hygiene industry in the NAFTA bloc, with a value of \$15,637.4 million in 2027, followed by Mexico and Canada with

expected values of \$1,604.3 and \$1,323.7 million, respectively.

## Scope

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

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

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

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

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in the NAFTA personal hygiene market?

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