

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

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Abstracts

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Summary

Personal Hygiene in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 North American Personal Hygiene market had total revenues of \$16,724.8 million in 2022, representing a compound annual growth rate (CAGR) of 3.2% between 2017 and 2022.

Market consumption volume increased with a CAGR of 1.3% between 2017 and 2022, to reach a total of 4,736.1 million units in 2022.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.1% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$18,565.4 million by the end of 2027.

Scope

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

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

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 North America personal hygiene market with five year forecasts

Reasons to Buy

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

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

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

How has the market performed over the last five years?

What are the main segments that make up North America's personal 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 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 North American personal hygiene market?

8 COMPANY PROFILES

- 8.1. Unilever Plc.
- 8.2. The Procter & Gamble Co
- 8.3. Bath & Body Works Inc
- 8.4. Colgate-Palmolive Co

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

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

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

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

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

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

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

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

Table 9: North America 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: The Procter & Gamble Co: key facts

Table 15: The Procter & Gamble Co: Annual Financial Ratios

Table 16: The Procter & Gamble Co: Key Employees

Table 17: The Procter & Gamble Co: Key Employees Continued

Table 18: Bath & Body Works Inc: key facts

Table 19: Bath & Body Works Inc: Annual Financial Ratios

Table 20: Bath & Body Works Inc: Key Employees

Table 21: Colgate-Palmolive Co: key facts

Table 22: Colgate-Palmolive Co: Annual Financial Ratios

Table 23: Colgate-Palmolive Co: Key Employees

Table 24: Colgate-Palmolive Co: Key Employees Continued

Table 25: Colgate-Palmolive Co: Key Employees Continued

Table 26: Colgate-Palmolive Co: Key Employees Continued

Table 27: North America exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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