

# Personal Hygiene Global Industry Guide 2015-2024

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## Abstracts

Personal Hygiene Global Industry Guide 2015-2024

### SUMMARY

Global Personal 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 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 2019 exchange rates.

The global personal hygiene market had total revenues of \$56.2bn in 2019, representing a compound annual growth rate (CAGR) of 3.7% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.7% between 2015 and 2019, to reach a total of 29,076.9 million units in 2019.

Increasing disposable income and rapid urbanization are the primary factors supporting the growth of this market.

## **SCOPE**

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

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

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 global personal hygiene market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the global personal hygiene market by value in 2019?

What will be the size of the global personal hygiene market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in the global 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. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL PERSONAL HYGIENE**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

### **4 PERSONAL HYGIENE IN ASIA-PACIFIC**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

### **5 PERSONAL HYGIENE IN EUROPE**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators

## **6 PERSONAL HYGIENE IN FRANCE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

## **7 PERSONAL HYGIENE IN GERMANY**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators

## **8 PERSONAL HYGIENE IN ITALY**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

## **9 PERSONAL HYGIENE IN JAPAN**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation

- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators

## **10 PERSONAL HYGIENE IN AUSTRALIA**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

## **11 PERSONAL HYGIENE IN CANADA**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

## **12 PERSONAL HYGIENE IN CHINA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

## **13 PERSONAL HYGIENE IN THE NETHERLANDS**

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

## **14 PERSONAL HYGIENE IN SPAIN**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators

## **15 PERSONAL HYGIENE IN THE UNITED KINGDOM**

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

## **16 PERSONAL HYGIENE IN THE UNITED STATES**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators

## **17 COMPANY PROFILES**

- 17.1. Unilever NV
- 17.2. Colgate-Palmolive Co
- 17.3. The Procter & Gamble Co
- 17.4. Kao Corporation
- 17.5. Beiersdorf AG
- 17.6. Johnson & Johnson
- 17.7. Henkel Consumer Goods of Canada Inc
- 17.8. Bolton Group BV
- 17.9. Lion Corporation

- 17.10. PZ Cussons Plc
- 17.11. L'Oreal SA
- 17.12. Shanghai Jahwa United Co Ltd
- 17.13. L Brands Inc

## **18 APPENDIX**

- 18.1. Methodology
- 18.2. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Global personal hygiene market value: \$ million, 2015–19
- Table 2: Global personal hygiene market volume: million units, 2015–19
- Table 3: Global personal hygiene market category segmentation: \$ million, 2019
- Table 4: Global personal hygiene market geography segmentation: \$ million, 2019
- Table 5: Global personal hygiene market share: % share, by value, 2019
- Table 6: Global personal hygiene market distribution: % share, by value, 2019
- Table 7: Global personal hygiene market value forecast: \$ million, 2019–24
- Table 8: Global personal hygiene market volume forecast: million units, 2019–24
- Table 9: Global size of population (million), 2015–19
- Table 10: Global gdp (constant 2005 prices, \$ billion), 2015–19
- Table 11: Global gdp (current prices, \$ billion), 2015–19
- Table 12: Global inflation, 2015–19
- Table 13: Global consumer price index (absolute), 2015–19
- Table 14: Global exchange rate, 2015–19
- Table 15: Asia-Pacific personal hygiene market value: \$ million, 2015–19
- Table 16: Asia-Pacific personal hygiene market volume: million units, 2015–19
- Table 17: Asia-Pacific personal hygiene market category segmentation: \$ million, 2019
- Table 18: Asia-Pacific personal hygiene market geography segmentation: \$ million, 2019
- Table 19: Asia-Pacific personal hygiene market share: % share, by value, 2019
- Table 20: Asia-Pacific personal hygiene market distribution: % share, by value, 2019
- Table 21: Asia-Pacific personal hygiene market value forecast: \$ million, 2019–24
- Table 22: Asia-Pacific personal hygiene market volume forecast: million units, 2019–24
- Table 23: Europe personal hygiene market value: \$ million, 2015–19
- Table 24: Europe personal hygiene market volume: million units, 2015–19
- Table 25: Europe personal hygiene market category segmentation: \$ million, 2019
- Table 26: Europe personal hygiene market geography segmentation: \$ million, 2019
- Table 27: Europe personal hygiene market share: % share, by value, 2019
- Table 28: Europe personal hygiene market distribution: % share, by value, 2019
- Table 29: Europe personal hygiene market value forecast: \$ million, 2019–24
- Table 30: Europe personal hygiene market volume forecast: million units, 2019–24
- Table 31: Europe size of population (million), 2015–19
- Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015–19
- Table 33: Europe gdp (current prices, \$ billion), 2015–19
- Table 34: Europe inflation, 2015–19



Table 35: Europe consumer price index (absolute), 2015–19

Table 36: Europe exchange rate, 2015–19

Table 37: France personal hygiene market value: \$ million, 2015–19

Table 38: France personal hygiene market volume: million units, 2015–19

Table 39: France personal hygiene market category segmentation: \$ million, 2019

Table 40: France personal hygiene market geography segmentation: \$ million, 2019

Table 41: France personal hygiene market share: % share, by value, 2019

Table 42: France personal hygiene market distribution: % share, by value, 2019

Table 43: France personal hygiene market value forecast: \$ million, 2019–24

Table 44: France personal hygiene market volume forecast: million units, 2019–24

Table 45: France size of population (million), 2015–19

Table 46: France gdp (constant 2005 prices, \$ billion), 2015–19

Table 47: France gdp (current prices, \$ billion), 2015–19

Table 48: France inflation, 2015–19

Table 49: France consumer price index (absolute), 2015–19

Table 50: France exchange rate, 2015–19

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global personal hygiene market value: \$ million, 2015–19
- Figure 2: Global personal hygiene market volume: million units, 2015–19
- Figure 3: Global personal hygiene market category segmentation: % share, by value, 2019
- Figure 4: Global personal hygiene market geography segmentation: % share, by value, 2019
- Figure 5: Global personal hygiene market share: % share, by value, 2019
- Figure 6: Global personal hygiene market distribution: % share, by value, 2019
- Figure 7: Global personal hygiene market value forecast: \$ million, 2019–24
- Figure 8: Global personal hygiene market volume forecast: million units, 2019–24
- Figure 9: Forces driving competition in the global personal hygiene market, 2019
- Figure 10: Drivers of buyer power in the global personal hygiene market, 2019
- Figure 11: Drivers of supplier power in the global personal hygiene market, 2019
- Figure 12: Factors influencing the likelihood of new entrants in the global personal hygiene market, 2019
- Figure 13: Factors influencing the threat of substitutes in the global personal hygiene market, 2019
- Figure 14: Drivers of degree of rivalry in the global personal hygiene market, 2019
- Figure 15: Asia-Pacific personal hygiene market value: \$ million, 2015–19
- Figure 16: Asia-Pacific personal hygiene market volume: million units, 2015–19
- Figure 17: Asia-Pacific personal hygiene market category segmentation: % share, by value, 2019
- Figure 18: Asia-Pacific personal hygiene market geography segmentation: % share, by value, 2019
- Figure 19: Asia-Pacific personal hygiene market share: % share, by value, 2019
- Figure 20: Asia-Pacific personal hygiene market distribution: % share, by value, 2019
- Figure 21: Asia-Pacific personal hygiene market value forecast: \$ million, 2019–24
- Figure 22: Asia-Pacific personal hygiene market volume forecast: million units, 2019–24
- Figure 23: Forces driving competition in the personal hygiene market in Asia-Pacific, 2019
- Figure 24: Drivers of buyer power in the personal hygiene market in Asia-Pacific, 2019
- Figure 25: Drivers of supplier power in the personal hygiene market in Asia-Pacific, 2019
- Figure 26: Factors influencing the likelihood of new entrants in the personal hygiene market in Asia-Pacific, 2019

Figure 27: Factors influencing the threat of substitutes in the personal hygiene market in Asia-Pacific, 2019

Figure 28: Drivers of degree of rivalry in the personal hygiene market in Asia-Pacific, 2019

Figure 29: Europe personal hygiene market value: \$ million, 2015–19

Figure 30: Europe personal hygiene market volume: million units, 2015–19

Figure 31: Europe personal hygiene market category segmentation: % share, by value, 2019

Figure 32: Europe personal hygiene market geography segmentation: % share, by value, 2019

Figure 33: Europe personal hygiene market share: % share, by value, 2019

Figure 34: Europe personal hygiene market distribution: % share, by value, 2019

Figure 35: Europe personal hygiene market value forecast: \$ million, 2019–24

Figure 36: Europe personal hygiene market volume forecast: million units, 2019–24

Figure 37: Forces driving competition in the personal hygiene market in Europe, 2019

Figure 38: Drivers of buyer power in the personal hygiene market in Europe, 2019

Figure 39: Drivers of supplier power in the personal hygiene market in Europe, 2019

Figure 40: Factors influencing the likelihood of new entrants in the personal hygiene market in Europe, 2019

Figure 41: Factors influencing the threat of substitutes in the personal hygiene market in Europe, 2019

Figure 42: Drivers of degree of rivalry in the personal hygiene market in Europe, 2019

Figure 43: France personal hygiene market value: \$ million, 2015–19

Figure 44: France personal hygiene market volume: million units, 2015–19

Figure 45: France personal hygiene market category segmentation: % share, by value, 2019

Figure 46: France personal hygiene market geography segmentation: % share, by value, 2019

Figure 47: France personal hygiene market share: % share, by value, 2019

Figure 48: France personal hygiene market distribution: % share, by value, 2019

Figure 49: France personal hygiene market value forecast: \$ million, 2019–24

Figure 50: France personal hygiene market volume forecast: million units, 2019–24

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