

Personal Hygiene Global Industry Guide - Market Summary, Competitive Analysis and Forecast, 2016-2025

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Abstracts

Personal Hygiene Global Industry Guide - Market Summary, Competitive Analysis and Forecast, 2016-2025

SUMMARY

Global Personal Hygiene industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). 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 2020 exchange rates.

The global personal hygiene market had total revenues of \$58.8bn in 2020, representing a compound annual growth rate (CAGR) of 4% between 2016 and

2020.

Market consumption volume increased with a CAGR of 2.1% between 2016 and 2020, to reach a total of 30.1 billion units in 2020.

Growing demand for premium products, increasing disposable income, and good hygiene practice trends are driving the global personal hygiene 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 2020?

What will be the size of the global personal hygiene market in 2025?

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 Plc.
- 17.2. Colgate-Palmolive Co
- 17.3. The Procter & Gamble Co
- 17.4. Kao Corporation
- 17.5. Johnson & Johnson
- 17.6. Bolton Group BV
- 17.7. Lion Corporation
- 17.8. Shanghai Jahwa United Co Ltd
- 17.9. Beiersdorf AG

17.10. Henkel AG & Co. KGaA

17.11. PZ Cussons Plc

17.12. Bath & Body Works Inc

18 APPENDIX

18.1. Methodology

18.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Global personal hygiene market value: \$ million, 2016-20

Table 2: Global personal hygiene market volume: million units, 2016-20

Table 3: Global personal hygiene market category segmentation: \$ million, 2020

Table 4: Global personal hygiene market geography segmentation: \$ million, 2020

Table 5: Global personal hygiene market share: % share, by value, 2020

Table 6: Global personal hygiene market distribution: % share, by value, 2020

Table 7: Global personal hygiene market value forecast: \$ million, 2020-25

Table 8: Global personal hygiene market volume forecast: million units, 2020-25

Table 9: Global size of population (million), 2016-20

Table 10: Global gdp (constant 2005 prices, \$ billion), 2016-20

Table 11: Global gdp (current prices, \$ billion), 2016-20

Table 12: Global inflation, 2016-20

Table 13: Global consumer price index (absolute), 2016-20

Table 14: Global exchange rate, 2016-20

Table 15: Asia-Pacific personal hygiene market value: \$ million, 2016-20

Table 16: Asia-Pacific personal hygiene market volume: million units, 2016-20

Table 17: Asia-Pacific personal hygiene market category segmentation: \$ million, 2020

Table 18: Asia-Pacific personal hygiene market geography segmentation: \$ million, 2020

Table 19: Asia-Pacific personal hygiene market share: % share, by value, 2020

Table 20: Asia-Pacific personal hygiene market distribution: % share, by value, 2020

Table 21: Asia-Pacific personal hygiene market value forecast: \$ million, 2020-25

Table 22: Asia-Pacific personal hygiene market volume forecast: million units, 2020-25

Table 23: Europe personal hygiene market value: \$ million, 2016-20

Table 24: Europe personal hygiene market volume: million units, 2016-20

Table 25: Europe personal hygiene market category segmentation: \$ million, 2020

Table 26: Europe personal hygiene market geography segmentation: \$ million, 2020

Table 27: Europe personal hygiene market share: % share, by value, 2020

Table 28: Europe personal hygiene market distribution: % share, by value, 2020

Table 29: Europe personal hygiene market value forecast: \$ million, 2020-25

Table 30: Europe personal hygiene market volume forecast: million units, 2020-25

Table 31: Europe size of population (million), 2016-20

Table 32: Europe gdp (constant 2005 prices, \$ billion), 2016-20

Table 33: Europe gdp (current prices, \$ billion), 2016-20

Table 34: Europe inflation, 2016-20

Table 35: Europe consumer price index (absolute), 2016-20

Table 36: Europe exchange rate, 2016-20

Table 37: France personal hygiene market value: \$ million, 2016-20

Table 38: France personal hygiene market volume: million units, 2016-20

Table 39: France personal hygiene market category segmentation: \$ million, 2020

Table 40: France personal hygiene market geography segmentation: \$ million, 2020

Table 41: France personal hygiene market share: % share, by value, 2020

Table 42: France personal hygiene market distribution: % share, by value, 2020

Table 43: France personal hygiene market value forecast: \$ million, 2020-25

Table 44: France personal hygiene market volume forecast: million units, 2020-25

Table 45: France size of population (million), 2016-20

Table 46: France gdp (constant 2005 prices, \$ billion), 2016-20

Table 47: France gdp (current prices, \$ billion), 2016-20

Table 48: France inflation, 2016-20

Table 49: France consumer price index (absolute), 2016-20

Table 50: France exchange rate, 2016-20

Table 51: Germany personal hygiene market value: \$ million, 2016-20

Table 52: Germany personal hygiene market volume: million units, 2016-20

Table 53: Germany personal hygiene market category segmentation: \$ million, 2020

Table 54: Germany personal hygiene market geography segmentation: \$ million, 2020

Table 55: Germany personal hygiene market share: % share, by value, 2020

Table 56: Germany personal hygiene market distribution: % share, by value, 2020

Table 57: Germany personal hygiene market value forecast: \$ million, 2020-25

Table 58: Germany personal hygiene market volume forecast: million units, 2020-25

Table 59: Germany size of population (million), 2016-20

Table 60: Germany gdp (constant 2005 prices, \$ billion), 2016-20

Table 61: Germany gdp (current prices, \$ billion), 2016-20

Table 62: Germany inflation, 2016-20

Table 63: Germany consumer price index (absolute), 2016-20

Table 64: Germany exchange rate, 2016-20

Table 65: Italy personal hygiene market value: \$ million, 2016-20

Table 66: Italy personal hygiene market volume: million units, 2016-20

Table 67: Italy personal hygiene market category segmentation: \$ million, 2020

Table 68: Italy personal hygiene market geography segmentation: \$ million, 2020

Table 69: Italy personal hygiene market share: % share, by value, 2020

Table 70: Italy personal hygiene market distribution: % share, by value, 2020

List Of Figures

LIST OF FIGURES

Figure 1: Global personal hygiene market value: \$ million, 2016-20

Figure 2: Global personal hygiene market volume: million units, 2016-20

Figure 3: Global personal hygiene market category segmentation: % share, by value, 2020

Figure 4: Global personal hygiene market geography segmentation: % share, by value, 2020

Figure 5: Global personal hygiene market share: % share, by value, 2020

Figure 6: Global personal hygiene market distribution: % share, by value, 2020

Figure 7: Global personal hygiene market value forecast: \$ million, 2020-25

Figure 8: Global personal hygiene market volume forecast: million units, 2020-25

Figure 9: Forces driving competition in the global personal hygiene market, 2020

Figure 10: Drivers of buyer power in the global personal hygiene market, 2020

Figure 11: Drivers of supplier power in the global personal hygiene market, 2020

Figure 12: Factors influencing the likelihood of new entrants in the global personal hygiene market, 2020

Figure 13: Factors influencing the threat of substitutes in the global personal hygiene market, 2020

Figure 14: Drivers of degree of rivalry in the global personal hygiene market, 2020

Figure 15: Asia-Pacific personal hygiene market value: \$ million, 2016-20

Figure 16: Asia-Pacific personal hygiene market volume: million units, 2016-20

Figure 17: Asia-Pacific personal hygiene market category segmentation: % share, by value, 2020

Figure 18: Asia-Pacific personal hygiene market geography segmentation: % share, by value, 2020

Figure 19: Asia-Pacific personal hygiene market share: % share, by value, 2020

Figure 20: Asia-Pacific personal hygiene market distribution: % share, by value, 2020

Figure 21: Asia-Pacific personal hygiene market value forecast: \$ million, 2020-25

Figure 22: Asia-Pacific personal hygiene market volume forecast: million units, 2020-25

Figure 23: Forces driving competition in the personal hygiene market in Asia-Pacific, 2020

Figure 24: Drivers of buyer power in the personal hygiene market in Asia-Pacific, 2020

Figure 25: Drivers of supplier power in the personal hygiene market in Asia-Pacific, 2020

Figure 26: Factors influencing the likelihood of new entrants in the personal hygiene market in Asia-Pacific, 2020

Figure 27: Factors influencing the threat of substitutes in the personal hygiene market in Asia-Pacific, 2020

Figure 28: Drivers of degree of rivalry in the personal hygiene market in Asia-Pacific, 2020

Figure 29: Europe personal hygiene market value: \$ million, 2016-20

Figure 30: Europe personal hygiene market volume: million units, 2016-20

Figure 31: Europe personal hygiene market category segmentation: % share, by value, 2020

Figure 32: Europe personal hygiene market geography segmentation: % share, by value, 2020

Figure 33: Europe personal hygiene market share: % share, by value, 2020

Figure 34: Europe personal hygiene market distribution: % share, by value, 2020

Figure 35: Europe personal hygiene market value forecast: \$ million, 2020-25

Figure 36: Europe personal hygiene market volume forecast: million units, 2020-25

Figure 37: Forces driving competition in the personal hygiene market in Europe, 2020

Figure 38: Drivers of buyer power in the personal hygiene market in Europe, 2020

Figure 39: Drivers of supplier power in the personal hygiene market in Europe, 2020

Figure 40: Factors influencing the likelihood of new entrants in the personal hygiene market in Europe, 2020

Figure 41: Factors influencing the threat of substitutes in the personal hygiene market in Europe, 2020

Figure 42: Drivers of degree of rivalry in the personal hygiene market in Europe, 2020

Figure 43: France personal hygiene market value: \$ million, 2016-20

Figure 44: France personal hygiene market volume: million units, 2016-20

Figure 45: France personal hygiene market category segmentation: % share, by value, 2020

Figure 46: France personal hygiene market geography segmentation: % share, by value, 2020

Figure 47: France personal hygiene market share: % share, by value, 2020

Figure 48: France personal hygiene market distribution: % share, by value, 2020

Figure 49: France personal hygiene market value forecast: \$ million, 2020-25

Figure 50: France personal hygiene market volume forecast: million units, 2020-25

Figure 51: Forces driving competition in the personal hygiene market in France, 2020

Figure 52: Drivers of buyer power in the personal hygiene market in France, 2020

Figure 53: Drivers of supplier power in the personal hygiene market in France, 2020

Figure 54: Factors influencing the likelihood of new entrants in the personal hygiene market in France, 2020

Figure 55: Factors influencing the threat of substitutes in the personal hygiene market in France, 2020

Figure 56: Drivers of degree of rivalry in the personal hygiene market in France, 2020

Figure 57: Germany personal hygiene market value: \$ million, 2016-20

Figure 58: Germany personal hygiene market volume: million units, 2016-20

Figure 59: Germany personal hygiene market category segmentation: % share, by value, 2020

Figure 60: Germany personal hygiene market geography segmentation: % share, by value, 2020

Figure 61: Germany personal hygiene market share: % share, by value, 2020

Figure 62: Germany personal hygiene market distribution: % share, by value, 2020

Figure 63: Germany personal hygiene market value forecast: \$ million, 2020-25

Figure 64: Germany personal hygiene market volume forecast: million units, 2020-25

Figure 65: Forces driving competition in the personal hygiene market in Germany, 2020

Figure 66: Drivers of buyer power in the personal hygiene market in Germany, 2020

Figure 67: Drivers of supplier power in the personal hygiene market in Germany, 2020

Figure 68: Factors influencing the likelihood of new entrants in the personal hygiene market in Germany, 2020

Figure 69: Factors influencing the threat of substitutes in the personal hygiene market in Germany, 2020

Figure 70: Drivers of degree of rivalry in the personal hygiene market in Germany, 2020

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