

# Personal Hygiene in Australia

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## Abstracts

Personal Hygiene in Australia

### SUMMARY

Personal Hygiene in Australia 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 the retail sale of antiperspirants and deodorants, bath and shower products, and soap. The antiperspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath and 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 Australian personal hygiene market had total revenues of \$927.1m in 2019, representing a compound annual growth rate (CAGR) of 2.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.4% between 2015 and

2019, to reach a total of 259.1 million units in 2019.

Increasing purchasing power has created demand and encouraged consumers to spend more on personal hygiene products.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Australia'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 Australian personal hygiene market??
- 7.3. Which companies have been most successful in increasing their market shares in the last four years?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the most significant M&A deals in the Australia personal hygiene market over the last four years?

## **8 COMPANY PROFILES**

- 8.1. Unilever NV
- 8.2. Colgate-Palmolive Co
- 8.3. PZ Cussons Plc

## **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: Australia personal hygiene market value: \$ million, 2015-19
Table 2: Australia personal hygiene market volume: million units, 2015-19
Table 3: Australia personal hygiene market category segmentation: \$ million, 2019
Table 4: Australia personal hygiene market geography segmentation: \$ million, 2019
Table 5: Australia personal hygiene market distribution: % share, by value, 2019
Table 6: Australia personal hygiene market value forecast: \$ million, 2019-24
Table 7: Australia personal hygiene market volume forecast: million units, 2019-24
Table 8: Australia personal hygiene market share: % share, by value, 2019
Table 9: Unilever NV: key facts
Table 10: Unilever NV: Annual Financial Ratios
Table 11: Unilever NV: Key Employees
Table 12: Unilever NV: Key Employees Continued
Table 13: Colgate-Palmolive Co: key facts
Table 14: Colgate-Palmolive Co: Annual Financial Ratios
Table 15: Colgate-Palmolive Co: Annual Financial Ratios (Continued)
Table 16: Colgate-Palmolive Co: Key Employees
Table 17: Colgate-Palmolive Co: Key Employees Continued
Table 18: Colgate-Palmolive Co: Key Employees Continued
Table 19: Colgate-Palmolive Co: Key Employees Continued
Table 20: PZ Cussons Plc: key facts
Table 21: PZ Cussons Plc: Annual Financial Ratios
Table 22: PZ Cussons Plc: Annual Financial Ratios (Continued)
Table 23: PZ Cussons Plc: Key Employees
Table 24: Australia size of population (million), 2015-19
Table 25: Australia gdp (constant 2005 prices, \$ billion), 2015-19
Table 26: Australia gdp (current prices, \$ billion), 2015-19
Table 27: Australia inflation, 2015-19
Table 28: Australia consumer price index (absolute), 2015-19
Table 29: Australia exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Australia personal hygiene market value: \$ million, 2015-19

Figure 2: Australia personal hygiene market volume: million units, 2015-19

Figure 3: Australia personal hygiene market category segmentation: % share, by value, 2019

Figure 4: Australia personal hygiene market geography segmentation: % share, by value, 2019

Figure 5: Australia personal hygiene market distribution: % share, by value, 2019

Figure 6: Australia personal hygiene market value forecast: \$ million, 2019-24

Figure 7: Australia personal hygiene market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the personal hygiene market in Australia, 2019

Figure 9: Drivers of buyer power in the personal hygiene market in Australia, 2019

Figure 10: Drivers of supplier power in the personal hygiene market in Australia, 2019

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Australia, 2019

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Australia, 2019

Figure 13: Drivers of degree of rivalry in the personal hygiene market in Australia, 2019

Figure 14: Australia personal hygiene market share: % share, by value, 2019

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