

Personal Hygiene in China - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Personal Hygiene in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 2019 exchange rates.

The Chinese personal hygiene market had total revenues of \$4,168.1m in 2020, representing a compound annual growth rate (CAGR) of 5% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.5% between 2016 and 2020, to reach a total of 703.2 million units in 2020.

Demand for personal hygiene products in China being driven due to factors such as a large population, long working hours, rapid urbanization, and sanitation awareness programs by the government and manufacturers has created scope for personal hygiene products to grow.

SCOPE

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

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

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 China personal hygiene market with five year forecasts

REASONS TO BUY

What was the size of the China personal hygiene market by value in 2020?

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

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

How has the market performed over the last five years?

What are the main segments that make up China'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 Chinese personal hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2016-2020)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Unilever Plc.
- 8.3. Shanghai Jahwa United Co Ltd

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: China personal hygiene market value: \$ million, 2016-20
- Table 2: China personal hygiene market volume: million units, 2016-20
- Table 3: China personal hygiene market category segmentation: \$ million, 2020
- Table 4: China personal hygiene market geography segmentation: \$ million, 2020
- Table 5: China personal hygiene market distribution: % share, by value, 2020
- Table 6: China personal hygiene market value forecast: \$ million, 2020-25
- Table 7: China personal hygiene market volume forecast: million units, 2020-25
- Table 8: China personal hygiene market share: % share, by value, 2020
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Unilever Plc.: key facts
- Table 14: Unilever Plc.: Annual Financial Ratios
- Table 15: Unilever Plc.: Key Employees
- Table 16: Shanghai Jahwa United Co Ltd: key facts
- Table 17: Shanghai Jahwa United Co Ltd: Annual Financial Ratios
- Table 18: Shanghai Jahwa United Co Ltd: Key Employees
- Table 19: China size of population (million), 2016-20
- Table 20: China gdp (constant 2005 prices, \$ billion), 2016-20
- Table 21: China gdp (current prices, \$ billion), 2016-20
- Table 22: China inflation, 2016-20
- Table 23: China consumer price index (absolute), 2016-20
- Table 24: China exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

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

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

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

Figure 6: China personal hygiene market value forecast: \$ million, 2020-25

Figure 7: China personal hygiene market volume forecast: million units, 2020-25

Figure 8: Forces driving competition in the personal hygiene market in China, 2020

Figure 9: Drivers of buyer power in the personal hygiene market in China, 2020

Figure 10: Drivers of supplier power in the personal hygiene market in China, 2020

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in China, 2020

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in China, 2020

Figure 13: Drivers of degree of rivalry in the personal hygiene market in China, 2020

Figure 14: China personal hygiene market share: % share, by value, 2020

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