

# Personal Hygiene in China

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## Abstracts

Personal Hygiene in China

### SUMMARY

Personal Hygiene in China 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 Chinese personal hygiene market had total revenues of \$3,967.3m in 2019, representing a compound annual growth rate (CAGR) of 5.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.5% between 2015 and 2019, to reach a total of 682.5 million units in 2019.

Strong economic conditions and the improving standard of living have 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 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 by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in 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 four years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the most significant M&A deals in the China personal hygiene market over the last four years?

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. Unilever NV
- 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, 2015-19
Table 2: China personal hygiene market volume: million units, 2015-19
Table 3: China personal hygiene market category segmentation: \$ million, 2019
Table 4: China personal hygiene market geography segmentation: \$ million, 2019
Table 5: China personal hygiene market distribution: % share, by value, 2019
Table 6: China personal hygiene market value forecast: \$ million, 2019-24
Table 7: China personal hygiene market volume forecast: million units, 2019-24
Table 8: China personal hygiene market share: % share, by value, 2019
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 NV: key facts
Table 14: Unilever NV: Annual Financial Ratios
Table 15: Unilever NV: Key Employees
Table 16: Unilever NV: Key Employees Continued
Table 17: Shanghai Jahwa United Co Ltd: key facts
Table 18: Shanghai Jahwa United Co Ltd: Annual Financial Ratios
Table 19: Shanghai Jahwa United Co Ltd: Key Employees
Table 20: China size of population (million), 2015-19
Table 21: China gdp (constant 2005 prices, \$ billion), 2015-19
Table 22: China gdp (current prices, \$ billion), 2015-19
Table 23: China inflation, 2015-19
Table 24: China consumer price index (absolute), 2015-19
Table 25: China exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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