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

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Abstracts

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SUMMARY

Personal Hygiene in Germany 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 German personal hygiene market had total revenues of $2,413.6m in 2020, representing a compound annual growth rate (CAGR) of 1.9% between 2016

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and 2020.

Market consumption volume increased with a CAGR of 0.4% between 2016 and 2020, to reach a total of 1,065.1 million units in 2020.

German consumers tend to be more concerned with the origin and ingredients in 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 Germany

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitiors in Germany's personal hygiene market?

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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

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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 German 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. Unilever Plc.
8.2. Beiersdorf AG
8.3. Henkel AG & Co. KGaA

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

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List Of Tables

LIST OF TABLES

Table 1: Germany personal hygiene market value: $ million, 2016-20
Table 2: Germany personal hygiene market volume: million units, 2016-20
Table 3: Germany personal hygiene market category segmentation: $ million, 2020
Table 4: Germany personal hygiene market geography segmentation: $ million, 2020
Table 5: Germany personal hygiene market distribution: % share, by value, 2020
Table 6: Germany personal hygiene market value forecast: $ million, 2020-25
Table 7: Germany personal hygiene market volume forecast: million units, 2020-25
Table 8: Germany personal hygiene market share: % share, by value, 2020
Table 9: Unilever Plc.: key facts
Table 10: Unilever Plc.: Annual Financial Ratios
Table 11: Unilever Plc.: Key Employees
Table 12: Beiersdorf AG: key facts
Table 13: Beiersdorf AG: Annual Financial Ratios
Table 14: Beiersdorf AG: Key Employees
Table 15: Henkel AG & Co. KGaA: key facts
Table 16: Henkel AG & Co. KGaA: Annual Financial Ratios
Table 17: Henkel AG & Co. KGaA: Annual Financial Ratios (Continued)
Table 18: Henkel AG & Co. KGaA: Key Employees
Table 19: Henkel AG & Co. KGaA: Key Employees Continued
Table 20: Germany size of population (million), 2016-20
Table 21: Germany gdp (constant 2005 prices, $ billion), 2016-20
Table 22: Germany gdp (current prices, $ billion), 2016-20
Table 23: Germany inflation, 2016-20
Table 24: Germany consumer price index (absolute), 2016-20
Table 25: Germany exchange rate, 2015-19

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List Of Figures

LIST OF FIGURES

Figure 1: Germany personal hygiene market value: $ million, 2016-20
Figure 2: Germany personal hygiene market volume: million units, 2016-20
Figure 3: Germany personal hygiene market category segmentation: % share, by value, 2020
Figure 4: Germany personal hygiene market geography segmentation: % share, by value, 2020
Figure 5: Germany personal hygiene market distribution: % share, by value, 2020
Figure 6: Germany personal hygiene market value forecast: $ million, 2020-25
Figure 7: Germany personal hygiene market volume forecast: million units, 2020-25
Figure 8: Forces driving competition in the personal hygiene market in Germany, 2020
Figure 9: Drivers of buyer power in the personal hygiene market in Germany, 2020
Figure 10: Drivers of supplier power in the personal hygiene market in Germany, 2020
Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Germany, 2020
Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Germany, 2020
Figure 13: Drivers of degree of rivalry in the personal hygiene market in Germany, 2020
Figure 14: Germany personal hygiene market share: % share, by value, 2020

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