

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

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Abstracts

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SUMMARY

Personal Hygiene in Singapore industry profile provides top-line qualitative and quantitative summary information including: 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 Singaporean personal hygiene market had total revenues of \$165.1m in 2020, representing a compound annual growth rate (CAGR) of 4.2% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2% between 2016 and 2020, to reach a total of 61.3 million units in 2020.

Singapore is emerging as a favorite destination among Southeast Asian countries for global cosmetic players, with high spending on cosmetic 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 Singapore

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Singapore'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 Singaporean 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. Reckitt Benckiser Group plc
- 8.3. Lion Corporation

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: Singapore personal hygiene market value: \$ million, 2016-20

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

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

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

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

Table 6: Singapore personal hygiene market value forecast: \$ million, 2020-25

Table 7: Singapore personal hygiene market volume forecast: million units, 2020-25

Table 8: Singapore 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: Reckitt Benckiser Group plc: key facts

Table 13: Reckitt Benckiser Group plc: Annual Financial Ratios

Table 14: Reckitt Benckiser Group plc: Key Employees

Table 15: Reckitt Benckiser Group plc: Key Employees Continued

Table 16: Lion Corporation: key facts

Table 17: Lion Corporation: Annual Financial Ratios

Table 18: Lion Corporation: Key Employees

Table 19: Lion Corporation: Key Employees Continued

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

Table 21: Singapore gdp (constant 2005 prices, \$ billion), 2016-20

Table 22: Singapore gdp (current prices, \$ billion), 2016-20

Table 23: Singapore inflation, 2016-20

Table 24: Singapore consumer price index (absolute), 2016-20

Table 25: Singapore exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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