

# Personal Hygiene in South Africa

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## Abstracts

Personal Hygiene in South Africa

### SUMMARY

Personal Hygiene in South Africa 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 South African personal hygiene market had total revenues of \$725.8m in 2019, representing a compound annual growth rate (CAGR) of 6.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.6% between 2015 and

2019, to reach a total of 842.8 million units in 2019.

Rapid urbanization and changing consumer lifestyles are the factors supporting market growth.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in South Africa'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 South African 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 South Africa personal hygiene market over the last four years?

## **8 COMPANY PROFILES**

- 8.1. Unilever NV
- 8.2. Colgate-Palmolive Co
- 8.3. Revlon Inc

## **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: South Africa personal hygiene market value: \$ million, 2015-19
- Table 2: South Africa personal hygiene market volume: million units, 2015-19
- Table 3: South Africa personal hygiene market category segmentation: \$ million, 2019
- Table 4: South Africa personal hygiene market geography segmentation: \$ million, 2019
- Table 5: South Africa personal hygiene market distribution: % share, by value, 2019
- Table 6: South Africa personal hygiene market value forecast: \$ million, 2019-24
- Table 7: South Africa personal hygiene market volume forecast: million units, 2019-24
- Table 8: South Africa 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: Revlon Inc: key facts
- Table 21: Revlon Inc: Annual Financial Ratios
- Table 22: Revlon Inc: Key Employees
- Table 23: Revlon Inc: Key Employees Continued
- Table 24: South Africa size of population (million), 2015-19
- Table 25: South Africa gdp (constant 2005 prices, \$ billion), 2015-19
- Table 26: South Africa gdp (current prices, \$ billion), 2015-19
- Table 27: South Africa inflation, 2015-19
- Table 28: South Africa consumer price index (absolute), 2015-19
- Table 29: South Africa exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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