

Personal Hygiene in United States

<https://marketpublishers.com/r/P7627879BB6EN.html>

Date: June 2020

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: P7627879BB6EN

Abstracts

Personal Hygiene in United States

SUMMARY

Personal Hygiene in the United States 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 US personal hygiene market had total revenues of \$12.8bn in 2019, representing a compound annual growth rate (CAGR) of 2.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.2% between 2015 and

2019, to reach a total of 2,892.7 million units in 2019.

In the US, the country's improving economic conditions have helped to increase consumer purchasing power, which has supported the growth of the personal hygiene market.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in the United States'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 US 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 US personal hygiene market over the last four years?

8 COMPANY PROFILES

- 8.1. Unilever NV
- 8.2. L Brands Inc
- 8.3. The Procter & Gamble Co

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

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I would like to order

Product name: Personal Hygiene in United States

Product link: <https://marketpublishers.com/r/P7627879BB6EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P7627879BB6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970