

# Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Personal Hygiene Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Global Personal Hygiene industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-22, and forecast to 2027). 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 2022 exchange rates.

The global Personal Hygiene market had total revenues of \$59,072.1 million in 2022, representing a compound annual growth rate (CAGR) of 4.2% between 2017 and 2022.

Market consumption volume increased with a CAGR of 1.8% between 2017 and 2022, to reach a total of 30,718.9 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.3% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$76,447.6 million by the end of 2027.

## Scope

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

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

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

## Reasons to Buy

What was the size of the global personal hygiene market by value in 2022?

What will be the size of the global personal hygiene market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in the global 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. Competitive landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL PERSONAL HYGIENE**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 PERSONAL HYGIENE IN ASIA-PACIFIC**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

## **6 PERSONAL HYGIENE IN EUROPE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 PERSONAL HYGIENE IN FRANCE**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 PERSONAL HYGIENE IN GERMANY**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 PERSONAL HYGIENE IN ITALY**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis

## **13 MACROECONOMIC INDICATORS**

- 13.1. Country data

## **14 PERSONAL HYGIENE IN JAPAN**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis

## **15 MACROECONOMIC INDICATORS**

- 15.1. Country data

## **16 PERSONAL HYGIENE IN AUSTRALIA**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis

## **17 MACROECONOMIC INDICATORS**

- 17.1. Country data

## **18 PERSONAL HYGIENE IN CANADA**

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 PERSONAL HYGIENE IN CHINA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 PERSONAL HYGIENE IN THE NETHERLANDS**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 PERSONAL HYGIENE IN SPAIN**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 PERSONAL HYGIENE IN THE UNITED KINGDOM**

26.1. Market Overview

26.2. Market Data

26.3. Market Segmentation

26.4. Market outlook

26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

27.1. Country data

## **28 PERSONAL HYGIENE IN THE UNITED STATES**

28.1. Market Overview

28.2. Market Data

28.3. Market Segmentation

28.4. Market outlook

28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

29.1. Country data

## **30 COMPANY PROFILES**

30.1. Unilever Plc.

30.2. Colgate-Palmolive Co

30.3. Beiersdorf AG

30.4. Reckitt Benckiser Group plc

30.5. Kao Corporation

30.6. Johnson & Johnson Services Inc

30.7. Coty Inc.

30.8. Bolton Group BV

30.9. Henkel AG & Co. KGaA

- 30.10. Lion Corporation
- 30.11. Kracie Holdings, Ltd.
- 30.12. Natura & Co Holding SA
- 30.13. Shanghai Jahwa United Co Ltd
- 30.14. Puig, S.L.
- 30.15. PZ Cussons Plc
- 30.16. Bath & Body Works Inc
- 30.17. The Procter & Gamble Co

## **31 APPENDIX**

- 31.1. Methodology
- 31.2. About MarketLine



## List Of Tables

### LIST OF TABLES

- Table 1: Global personal hygiene market value: \$ million, 2017-22
- Table 2: Global personal hygiene market volume: million units, 2017-22
- Table 3: Global personal hygiene market category segmentation: % share, by value, 2017-2022
- Table 4: Global personal hygiene market category segmentation: \$ million, 2017-2022
- Table 5: Global personal hygiene market geography segmentation: \$ million, 2022
- Table 6: Global personal hygiene market share: % share, by value, 2022
- Table 7: Global personal hygiene market distribution: % share, by value, 2022
- Table 8: Global personal hygiene market value forecast: \$ million, 2022-27
- Table 9: Global personal hygiene market volume forecast: million units, 2022-27
- Table 10: Global size of population (million), 2018-22
- Table 11: Global gdp (constant 2005 prices, \$ billion), 2018-22
- Table 12: Global gdp (current prices, \$ billion), 2018-22
- Table 13: Global inflation, 2018-22
- Table 14: Global consumer price index (absolute), 2018-22
- Table 15: Global exchange rate, 2018-22
- Table 16: Asia-Pacific personal hygiene market value: \$ million, 2017-22
- Table 17: Asia-Pacific personal hygiene market volume: million units, 2017-22
- Table 18: Asia-Pacific personal hygiene market category segmentation: % share, by value, 2017-2022
- Table 19: Asia-Pacific personal hygiene market category segmentation: \$ million, 2017-2022
- Table 20: Asia-Pacific personal hygiene market geography segmentation: \$ million, 2022
- Table 21: Asia-Pacific personal hygiene market share: % share, by value, 2022
- Table 22: Asia-Pacific personal hygiene market distribution: % share, by value, 2022
- Table 23: Asia-Pacific personal hygiene market value forecast: \$ million, 2022-27
- Table 24: Asia-Pacific personal hygiene market volume forecast: million units, 2022-27
- Table 25: Europe personal hygiene market value: \$ million, 2017-22
- Table 26: Europe personal hygiene market volume: million units, 2017-22
- Table 27: Europe personal hygiene market category segmentation: % share, by value, 2017-2022
- Table 28: Europe personal hygiene market category segmentation: \$ million, 2017-2022
- Table 29: Europe personal hygiene market geography segmentation: \$ million, 2022
- Table 30: Europe personal hygiene market share: % share, by value, 2022

- Table 31: Europe personal hygiene market distribution: % share, by value, 2022
- Table 32: Europe personal hygiene market value forecast: \$ million, 2022-27
- Table 33: Europe personal hygiene market volume forecast: million units, 2022-27
- Table 34: Europe size of population (million), 2018-22
- Table 35: Europe gdp (constant 2005 prices, \$ billion), 2018-22
- Table 36: Europe gdp (current prices, \$ billion), 2018-22
- Table 37: Europe inflation, 2018-22
- Table 38: Europe consumer price index (absolute), 2018-22
- Table 39: Europe exchange rate, 2018-22
- Table 40: France personal hygiene market value: \$ million, 2017-22
- Table 41: France personal hygiene market volume: million units, 2017-22
- Table 42: France personal hygiene market category segmentation: % share, by value, 2017-2022
- Table 43: France personal hygiene market category segmentation: \$ million, 2017-2022
- Table 44: France personal hygiene market geography segmentation: \$ million, 2022
- Table 45: France personal hygiene market share: % share, by value, 2022
- Table 46: France personal hygiene market distribution: % share, by value, 2022
- Table 47: France personal hygiene market value forecast: \$ million, 2022-27
- Table 48: France personal hygiene market volume forecast: million units, 2022-27
- Table 49: France size of population (million), 2018-22
- Table 50: France gdp (constant 2005 prices, \$ billion), 2018-22
- Table 51: France gdp (current prices, \$ billion), 2018-22
- Table 52: France inflation, 2018-22
- Table 53: France consumer price index (absolute), 2018-22
- Table 54: France exchange rate, 2018-22
- Table 55: Germany personal hygiene market value: \$ million, 2017-22
- Table 56: Germany personal hygiene market volume: million units, 2017-22
- Table 57: Germany personal hygiene market category segmentation: % share, by value, 2017-2022
- Table 58: Germany personal hygiene market category segmentation: \$ million, 2017-2022
- Table 59: Germany personal hygiene market geography segmentation: \$ million, 2022
- Table 60: Germany personal hygiene market share: % share, by value, 2022
- Table 61: Germany personal hygiene market distribution: % share, by value, 2022
- Table 62: Germany personal hygiene market value forecast: \$ million, 2022-27
- Table 63: Germany personal hygiene market volume forecast: million units, 2022-27
- Table 64: Germany size of population (million), 2018-22
- Table 65: Germany gdp (constant 2005 prices, \$ billion), 2018-22
- Table 66: Germany gdp (current prices, \$ billion), 2018-22

Table 67: Germany inflation, 2018-22

Table 68: Germany consumer price index (absolute), 2018-22

Table 69: Germany exchange rate, 2018-22

Table 70: Italy personal hygiene market value: \$ million, 2017-22

Table 71: Italy personal hygiene market volume: million units, 2017-22

Table 72: Italy personal hygiene market category segmentation: % share, by value, 2017-2022

Table 73: Italy personal hygiene market category segmentation: \$ million, 2017-2022

Table 74: Italy personal hygiene market geography segmentation: \$ million, 2022

Table 75: Italy personal hygiene market share: % share, by value, 2022

Table 76: Italy personal hygiene market distribution: % share, by value, 2022

Table 77: Italy personal hygiene market value forecast: \$ million, 2022-27

Table 78: Italy personal hygiene market volume forecast: million units, 2022-27

Table 79: Italy size of population (million), 2018-22

Table 80: Italy gdp (constant 2005 prices, \$ billion), 2018-22

Table 81: Italy gdp (current prices, \$ billion), 2018-22

Table 82: Italy inflation, 2018-22

Table 83: Italy consumer price index (absolute), 2018-22

Table 84: Italy exchange rate, 2018-22

Table 85: Japan personal hygiene market value: \$ million, 2017-22

Table 86: Japan personal hygiene market volume: million units, 2017-22

Table 87: Japan personal hygiene market category segmentation: % share, by value, 2017-2022

Table 88: Japan personal hygiene market category segmentation: \$ million, 2017-2022

Table 89: Japan personal hygiene market geography segmentation: \$ million, 2022

Table 90: Japan personal hygiene market share: % share, by value, 2022

Table 91: Japan personal hygiene market distribution: % share, by value, 2022

Table 92: Japan personal hygiene market value forecast: \$ million, 2022-27

Table 93: Japan personal hygiene market volume forecast: million units, 2022-27

Table 94: Japan size of population (million), 2018-22

Table 95: Japan gdp (constant 2005 prices, \$ billion), 2018-22

Table 96: Japan gdp (current prices, \$ billion), 2018-22

Table 97: Japan inflation, 2018-22

Table 98: Japan consumer price index (absolute), 2018-22

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