

Singapore Personal Hygiene Market Summary, Competitive Analysis and Forecast, 2017-2026

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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 2017-21, and forecast to 2026). 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 2021 exchange rates.

The Singaporean personal hygiene market had total revenues of \$173.5m in 2021, representing a compound annual growth rate (CAGR) of 4.1% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.8% between 2016 and 2021, to reach a total of 62 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.6% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$187.4m by the end of 2026.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 2021?

What will be the size of the Singapore personal hygiene market in 2026?

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

How has the market performed over the last five years?

How large is Singapore's personal hygiene market in relation to its regional counterparts?

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 5 years (2016-2021)?
- 7.4. Which companies market shares have suffered over the same period?
- 7.5. What are the most popular brands in the personal hygiene market?

8 COMPANY PROFILES

- 8.1. Unilever Plc.
- 8.2. Reckitt Benckiser Group plc
- 8.3. Colgate-Palmolive Co
- 8.4. 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, 2016–21
- Table 2: Singapore personal hygiene market volume: million units, 2016–21
- Table 3: Singapore personal hygiene market category segmentation: % share, by value, 2016–2021
- Table 4: Singapore personal hygiene market category segmentation: \$ million, 2016-2021
- Table 5: Singapore personal hygiene market geography segmentation: \$ million, 2021
- Table 6: Singapore personal hygiene market distribution: % share, by value, 2021
- Table 7: Singapore personal hygiene market value forecast: \$ million, 2021–26
- Table 8: Singapore personal hygiene market volume forecast: million units, 2021–26
- Table 9: Singapore personal hygiene market share: % share, by value, 2021
- Table 10: Unilever Plc.: key facts
- Table 11: Unilever Plc.: Annual Financial Ratios
- Table 12: Unilever Plc.: Key Employees
- Table 13: Reckitt Benckiser Group plc: key facts
- Table 14: Reckitt Benckiser Group plc: Annual Financial Ratios
- Table 15: Reckitt Benckiser Group plc: Key Employees
- Table 16: Reckitt Benckiser Group plc: Key Employees Continued
- Table 17: Colgate-Palmolive Co: key facts
- Table 18: Colgate-Palmolive Co: Annual Financial Ratios
- Table 19: Colgate-Palmolive Co: Key Employees
- Table 20: Colgate-Palmolive Co: Key Employees Continued
- Table 21: Colgate-Palmolive Co: Key Employees Continued
- Table 22: Colgate-Palmolive Co: Key Employees Continued
- Table 23: Lion Corporation: key facts
- Table 24: Lion Corporation: Annual Financial Ratios
- Table 25: Lion Corporation: Key Employees
- Table 26: Lion Corporation: Key Employees Continued
- Table 27: Singapore size of population (million), 2017–21
- Table 28: Singapore gdp (constant 2005 prices, \$ billion), 2017–21
- Table 29: Singapore gdp (current prices, \$ billion), 2017–21
- Table 30: Singapore inflation, 2017–21
- Table 31: Singapore consumer price index (absolute), 2017–21
- Table 32: Singapore exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: Singapore personal hygiene market value: \$ million, 2016–21

Figure 2: Singapore personal hygiene market volume: million units, 2016–21

Figure 3: Singapore personal hygiene market category segmentation: \$ million, 2016-2021

Figure 4: Singapore personal hygiene market geography segmentation: % share, by value, 2021

Figure 5: Singapore personal hygiene market distribution: % share, by value, 2021

Figure 6: Singapore personal hygiene market value forecast: \$ million, 2021–26

Figure 7: Singapore personal hygiene market volume forecast: million units, 2021–26

Figure 8: Forces driving competition in the personal hygiene market in Singapore, 2021

Figure 9: Drivers of buyer power in the personal hygiene market in Singapore, 2021

Figure 10: Drivers of supplier power in the personal hygiene market in Singapore, 2021

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Singapore, 2021

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Singapore, 2021

Figure 13: Drivers of degree of rivalry in the personal hygiene market in Singapore, 2021

Figure 14: Singapore personal hygiene market share: % share, by value, 2021

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