

# South Africa Feminine Hygiene Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Feminine Hygiene in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 feminine hygiene market consists of retail sales of sanitary pads, tampons, women`s disposable razors & blades, pantliners & shields and internal cleansers & sprays. 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 South African feminine hygiene market had total revenues of \$282.4m in 2021, representing a compound annual growth rate (CAGR) of 8.8% between 2016 and 2021.

Market consumption volume increased with a CAGR of 7.9% between 2016 and 2021, to reach a total of 0.2 billion units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 7.3% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$401.0m by the end of 2026.

## **SCOPE**

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

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

Leading company profiles reveal details of key feminine hygiene market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa feminine hygiene market with five year forecasts

## **REASONS TO BUY**

What was the size of the South Africa feminine hygiene market by value in 2021?

What will be the size of the South Africa feminine hygiene market in 2026?

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

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