

# China Sanitary Napkins Market Research Report 2016

<https://marketpublishers.com/r/CBD0D486F3FEN.html>

Date: October 2016

Pages: 123

Price: US\$ 3,200.00 (Single User License)

ID: CBD0D486F3FEN

## Abstracts

### Notes:

Sales, means the sales volume of Sanitary Napkins

Revenue, means the sales value of Sanitary Napkins

This report studies Sanitary Napkins in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

P&G

Unicharm

kao

LG

OB

Hospeco

kotex

Winalite

Winion Sanitary Napkin

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III

Split by Application, this report focuses on consumption, market share and growth rate of Sanitary Napkins in each application, can be divided into

Application 1

Application 2

Application 3

## Contents

### China Sanitary Napkins Market Research Report 2016

#### **1 SANITARY NAPKINS MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Sanitary Napkins
- 1.2 Sanitary Napkins Segment by Type
  - 1.2.1 China Production Market Share of Sanitary Napkins Type in 2015
  - 1.2.2 Type I
  - 1.2.3 Type II
  - 1.2.4 Type III
- 1.3 Applications of Sanitary Napkins
  - 1.3.1 Sanitary Napkins Consumption Market Share by Application in 2015
  - 1.3.2 Application
  - 1.3.3 Application
  - 1.3.4 Application
- 1.4 China Market Size (Value) of Sanitary Napkins (2011-2021)
- 1.5 China Sanitary Napkins Status and Outlook
- 1.6 Government Policies

#### **2 CHINA SANITARY NAPKINS MARKET COMPETITION BY MANUFACTURERS**

- 2.1 China Sanitary Napkins Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Sanitary Napkins Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Sanitary Napkins Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Sanitary Napkins Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Sanitary Napkins Market Competitive Situation and Trends
  - 2.5.1 Sanitary Napkins Market Concentration Rate
  - 2.5.2 Sanitary Napkins Market Share of Top 3 and Top 5 Manufacturers

#### **3 CHINA SANITARY NAPKINS MANUFACTURERS PROFILES/ANALYSIS**

- 3.1 P&G
  - 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.1.2 Sanitary Napkins Product Type, Application and Specification

- 3.1.2.1 Type I
- 3.1.2.2 Type II
- 3.1.3 P&G Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.1.4 Main Business/Business Overview
- 3.2 Unicharm
  - 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.2.2 123 Product Type, Application and Specification
    - 3.2.2.1 Type I
    - 3.2.2.2 Type II
  - 3.2.3 Unicharm 123 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.2.4 Main Business/Business Overview
- 3.3 kao
  - 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.3.2 126 Product Type, Application and Specification
    - 3.3.2.1 Type I
    - 3.3.2.2 Type II
  - 3.3.3 kao 126 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.3.4 Main Business/Business Overview
- 3.4 LG
  - 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.4.2 Sept Product Type, Application and Specification
    - 3.4.2.1 Type I
    - 3.4.2.2 Type II
  - 3.4.3 LG Sept Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.4.4 Main Business/Business Overview
- 3.5 OB
  - 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.5.2 Product Type, Application and Specification
    - 3.5.2.1 Type I
    - 3.5.2.2 Type II
  - 3.5.3 OB Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

### 3.5.4 Main Business/Business Overview

## 3.6 Hospeco

### 3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its

#### Competitors

### 3.6.2 Million USD Product Type, Application and Specification

#### 3.6.2.1 Type I

#### 3.6.2.2 Type II

### 3.6.3 Hospeco Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

### 3.6.4 Main Business/Business Overview

## 3.7 kotex

### 3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its

#### Competitors

### 3.7.2 Consumer Goods Product Type, Application and Specification

#### 3.7.2.1 Type I

#### 3.7.2.2 Type II

### 3.7.3 kotex Consumer Goods Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

### 3.7.4 Main Business/Business Overview

## 3.8 Winalite

### 3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its

#### Competitors

### 3.8.2 Product Type, Application and Specification

#### 3.8.2.1 Type I

#### 3.8.2.2 Type II

### 3.8.3 Winalite Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

### 3.8.4 Main Business/Business Overview

## 3.9 Winion Sanitary Napkin

### 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its

#### Competitors

### 3.9.2 Product Type, Application and Specification

#### 3.9.2.1 Type I

#### 3.9.2.2 Type II

### 3.9.3 Winion Sanitary Napkin Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

### 3.9.4 Main Business/Business Overview

## **4 CHINA SANITARY NAPKINS CAPACITY, PRODUCTION, REVENUE,**

## **CONSUMPTION, EXPORT AND IMPORT (2011-2016)**

- 4.1 China Sanitary Napkins Capacity, Production and Growth (2011-2016)
- 4.2 China Sanitary Napkins Revenue and Growth (2011-2016)
- 4.3 China Sanitary Napkins Production, Consumption, Export and Import (2011-2016)

## **5 CHINA SANITARY NAPKINS PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 China Sanitary Napkins Production and Market Share by Type (2011-2016)
- 5.2 China Sanitary Napkins Revenue and Market Share by Type (2011-2016)
- 5.3 China Sanitary Napkins Price by Type (2011-2016)
- 5.4 China Sanitary Napkins Production Growth by Type (2011-2016)

## **6 CHINA SANITARY NAPKINS MARKET ANALYSIS BY APPLICATION**

- 6.1 China Sanitary Napkins Consumption and Market Share by Application (2011-2016)
- 6.2 China Sanitary Napkins Consumption Growth Rate by Application (2011-2016)
- 6.3 Market Drivers and Opportunities
  - 6.3.1 Potential Application
  - 6.3.2 Emerging Markets/Countries

## **7 SANITARY NAPKINS MANUFACTURING COST ANALYSIS**

- 7.1 Sanitary Napkins Key Raw Materials Analysis
  - 7.1.1 Key Raw Materials
  - 7.1.2 Price Trend of Key Raw Materials
  - 7.1.3 Key Suppliers of Raw Materials
  - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
  - 7.2.1 Raw Materials
  - 7.2.2 Labor Cost
  - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Sanitary Napkins

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 8.1 Sanitary Napkins Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing

- 8.3 Raw Materials Sources of Sanitary Napkins Major Manufacturers in 2015
- 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 9.1 Marketing Channel
  - 9.1.1 Direct Marketing
  - 9.1.2 Indirect Marketing
  - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 CHINA SANITARY NAPKINS MARKET FORECAST (2016-2021)**

- 11.1 China Sanitary Napkins Capacity, Production, Revenue Forecast (2016-2021)
- 11.2 China Sanitary Napkins Production, Import, Export and Consumption Forecast (2016-2021)
- 11.3 China Sanitary Napkins Production Forecast by Type (2016-2021)
- 11.4 China Sanitary Napkins Consumption Forecast by Application (2016-2021)
- 11.5 Sanitary Napkins Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

- Author List
- Disclosure Section
- Research Methodology

Data Source  
China Disclaimer



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Sanitary Napkins

Figure China Production Market Share of Sanitary Napkins by Type in 2015

Figure Product Picture of Type I

Table Major Manufacturers of Type I

Figure Product Picture of Type II

Table Major Manufacturers of Type II

Figure Product Picture of Type III

Table Major Manufacturers of Type III

Table Sanitary Napkins Consumption Market Share by Application in 2015

Figure Application 1 Examples

Figure Application 2 Examples

Figure Application 3 Examples

Figure China Sanitary Napkins Revenue (Million USD) and Growth Rate (2011-2021)

Table China Sanitary Napkins Capacity of Key Manufacturers (2015 and 2016)

Table China Sanitary Napkins Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Sanitary Napkins Capacity of Key Manufacturers in 2015

Figure China Sanitary Napkins Capacity of Key Manufacturers in 2016

Table China Sanitary Napkins Production of Key Manufacturers (2015 and 2016)

Table China Sanitary Napkins Production Share by Manufacturers (2015 and 2016)

Figure 2015 Sanitary Napkins Production Share by Manufacturers

Figure 2016 Sanitary Napkins Production Share by Manufacturers

Table China Sanitary Napkins Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Sanitary Napkins Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Sanitary Napkins Revenue Share by Manufacturers

Table 2016 China Sanitary Napkins Revenue Share by Manufacturers

Table China Market Sanitary Napkins Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Sanitary Napkins Average Price of Key Manufacturers in 2015

Table Manufacturers Sanitary Napkins Manufacturing Base Distribution and Sales Area

Table Manufacturers Sanitary Napkins Product Type

Figure Sanitary Napkins Market Share of Top 3 Manufacturers

Figure Sanitary Napkins Market Share of Top 5 Manufacturers

Table P&G Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table P&G Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure P&G Sanitary Napkins Market Share (2011-2016)

Table Unicharm Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Unicharm Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Unicharm Sanitary Napkins Market Share (2011-2016)

Table kao Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table kao Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure kao Sanitary Napkins Market Share (2011-2016)

Table LG Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table LG Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure LG Sanitary Napkins Market Share (2011-2016)

Table OB Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table OB Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure OB Sanitary Napkins Market Share (2011-2016)

Table Hospeco Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Hospeco Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Hospeco Sanitary Napkins Market Share (2011-2016)

Table kotex Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table kotex Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure kotex Sanitary Napkins Market Share (2011-2016)

Table Winalite Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Winalite Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Winalite Sanitary Napkins Market Share (2011-2016)

Table Winion Sanitary Napkin Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Winion Sanitary Napkin Sanitary Napkins Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Winion Sanitary Napkin Sanitary Napkins Market Share (2011-2016)

Figure China Sanitary Napkins Capacity, Production and Growth (2011-2016)

Figure China Sanitary Napkins Revenue (Million USD) and Growth (2011-2016)

Table China Sanitary Napkins Production, Consumption, Export and Import (2011-2016)

Table China Sanitary Napkins Production by Type (2011-2016)  
Table China Sanitary Napkins Production Share by Type (2011-2016)  
Figure Production Market Share of Sanitary Napkins by Type (2011-2016)  
Figure 2015 Production Market Share of Sanitary Napkins by Type  
Table China Sanitary Napkins Revenue by Type (2011-2016)  
Table China Sanitary Napkins Revenue Share by Type (2011-2016)  
Figure Production Revenue Share of Sanitary Napkins by Type (2011-2016)  
Figure 2015 Revenue Market Share of Sanitary Napkins by Type  
Table China Sanitary Napkins Price by Type (2011-2016)  
Figure China Sanitary Napkins Production Growth by Type (2011-2016)  
Table China Sanitary Napkins Consumption by Application (2011-2016)  
Table China Sanitary Napkins Consumption Market Share by Application (2011-2016)  
Figure China Sanitary Napkins Consumption Market Share by Application in 2015  
Table China Sanitary Napkins Consumption Growth Rate by Application (2011-2016)  
Figure China Sanitary Napkins Consumption Growth Rate by Application (2011-2016)  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Sanitary Napkins  
Figure Manufacturing Process Analysis of Sanitary Napkins  
Figure Sanitary Napkins Industrial Chain Analysis  
Table Raw Materials Sources of Sanitary Napkins Major Manufacturers in 2015  
Table Major Buyers of Sanitary Napkins  
Table Distributors/Traders List  
Figure China Sanitary Napkins Capacity, Production and Growth Rate Forecast (2016-2021)  
Figure China Sanitary Napkins Revenue and Growth Rate Forecast (2016-2021)  
Table China Sanitary Napkins Production, Import, Export and Consumption Forecast (2016-2021)  
Table China Sanitary Napkins Production Forecast by Type (2016-2021)  
Table China Sanitary Napkins Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: China Sanitary Napkins Market Research Report 2016

Product link: <https://marketpublishers.com/r/CBD0D486F3FEN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CBD0D486F3FEN.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