

Personal Hygiene Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Soaps, Hand Sanitizers, Bath & Shower Products, Face Care Products, Others), By Sales Channel (Departmental Stores, Hypermarkets/Supermarkets, Pharmacies, Online, Others) By Region, By Competition, 2018-2028

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Abstracts

Global Personal Hygiene Market was valued at USD 546.52 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 3.65% through 2028. The Global Personal Hygiene Market is a dynamic and rapidly evolving sector driven by increasing awareness of personal health and well-being. This market encompasses a wide range of products designed to maintain cleanliness and promote good hygiene practices among individuals. Key product categories include skincare products, hair care products, oral care products, and feminine hygiene products.

The market is fuelled by a growing global population, rising disposable incomes, and a heightened focus on personal grooming. Consumers are increasingly seeking products that not only address basic hygiene needs but also offer additional features such as natural ingredients, eco-friendliness, and advanced technological innovations.

The Asia-Pacific region is emerging as a major player in the global personal hygiene market, driven by a large and rapidly urbanizing population. North America and Europe remain significant contributors, with consumers demanding high-quality and innovative hygiene solutions.

Major industry players are investing in research and development to introduce new and

improved products, emphasizing factors such as sustainability, convenience, and health benefits. E-commerce platforms are playing a crucial role in the distribution of personal hygiene products, providing consumers with convenient access to a wide variety of choices.

Overall, the Global Personal Hygiene Market is characterized by constant innovation, changing consumer preferences, and a focus on holistic well-being, making it a pivotal and competitive segment within the broader consumer goods industry.

Key Market Drivers

Increasing Health and Wellness Awareness

One of the primary drivers of the Global Personal Hygiene Market is the escalating awareness of health and wellness among consumers worldwide. With a greater emphasis on preventive healthcare, individuals are becoming more conscious of maintaining personal hygiene to prevent illnesses and promote overall well-being. This awareness is translating into a higher demand for personal hygiene products that not only address basic cleanliness but also offer additional health benefits.

Skincare and oral care products, for instance, are increasingly formulated with ingredients that cater to specific health concerns, such as anti-aging properties, sun protection, and enamel strengthening. Consumers are seeking products that go beyond mere cleanliness, aligning with their broader health goals. This shift in mindset is prompting manufacturers to innovate and introduce products that are perceived as contributing to a healthier lifestyle.

Rising Disposable Incomes and Changing Lifestyles

The Global Personal Hygiene Market is significantly influenced by economic factors, particularly rising disposable incomes and changing lifestyles. As economies grow and individuals experience an improvement in their financial well-being, there is an associated increase in spending on personal care and hygiene products. Consumers are willing to invest in premium and specialized products that offer superior quality and enhanced features.

Additionally, changing lifestyles, especially in urban areas, contribute to the demand for on-the-go and convenient personal hygiene solutions. Time constraints and busy schedules lead to a preference for products that are easy to use, portable, and

multifunctional. This shift in consumer behaviour has led to the development of innovative products such as travel-sized toiletries, wipes, and compact hygiene kits, catering to the needs of a fast-paced lifestyle.

Technological Advancements and Product Innovation

Technological advancements play a crucial role in shaping the Global Personal Hygiene Market. Manufacturers are increasingly incorporating advanced technologies in product formulations, packaging, and distribution processes. For example, the use of nanotechnology in skincare products allows for better absorption of active ingredients, enhancing product effectiveness. Similarly, advancements in oral care include the development of smart toothbrushes with Bluetooth connectivity and artificial intelligence features to monitor brushing habits and provide personalized feedback.

Product innovation is a constant theme in the personal hygiene market, with companies striving to differentiate themselves through unique formulations and features. Sustainable and eco-friendly product development is gaining traction, aligning with the global push for environmental responsibility. Waterless personal care products, biodegradable packaging, and cruelty-free formulations are becoming more prevalent as consumers seek products that align with their values and contribute to environmental conservation.

E-Commerce Growth and Digital Influence

The growth of e-commerce has significantly impacted the Global Personal Hygiene Market, reshaping how consumers discover, purchase, and experience personal care products. Online platforms provide consumers with a vast array of product choices, detailed information, and customer reviews, influencing their purchasing decisions. The convenience of online shopping and the ability to compare products easily have contributed to the rise in e-commerce sales for personal hygiene products.

Digital marketing and social media also play a pivotal role in shaping consumer preferences and promoting new products. Influencer marketing, product tutorials, and online reviews contribute to the visibility and success of personal hygiene brands. Companies are leveraging digital platforms not only for marketing but also for direct-to-consumer sales, creating a seamless and engaging shopping experience.

In conclusion, the Global Personal Hygiene Market is driven by the increasing awareness of health and wellness, rising disposable incomes, technological

advancements, and the growth of e-commerce. These drivers are interconnected and contribute to the industry's dynamism, prompting continuous innovation and adaptation to changing consumer preferences. As the market evolves, companies will need to stay agile, embrace sustainable practices, and leverage technology to remain competitive in this vibrant and essential sector.

Key Market Challenges

Rising Environmental Concerns and Sustainable Practices

A significant challenge for the Global Personal Hygiene Market is the increasing emphasis on environmental sustainability. Consumers are becoming more conscious of the environmental impact of personal hygiene products, leading to a demand for eco-friendly and sustainable options. The use of single-use plastics, excessive packaging, and non-biodegradable ingredients in personal care items has raised concerns about pollution and waste.

Companies in the personal hygiene sector are challenged to adopt more sustainable practices, from sourcing raw materials to packaging and disposal methods. This shift towards sustainability requires investment in research and development to find alternative materials, processes, and formulations that reduce the environmental footprint of products. Striking a balance between product effectiveness and sustainability poses a challenge for manufacturers seeking to meet consumer expectations while minimizing their ecological impact.

Regulatory Compliance and Ingredient Safety

The Global Personal Hygiene Market operates in a highly regulated environment where adherence to safety standards and compliance with regulatory requirements is paramount. Continuous scrutiny of product ingredients and formulations by regulatory bodies presents a challenge for manufacturers. Changes in regulations, especially regarding the use of certain chemicals and additives, can impact product formulations and require companies to reformulate existing products.

Ensuring product safety and compliance with evolving regulations can be time-consuming and costly. Additionally, gaining consumer trust in the safety and efficacy of personal hygiene products becomes a challenge when faced with increasing skepticism and awareness about potential health risks associated with certain ingredients. Companies must stay abreast of regulatory changes and invest in research to develop

formulations that meet safety standards while maintaining product effectiveness.

Intense Market Competition and Pricing Pressures

The Global Personal Hygiene Market is characterized by intense competition, with numerous brands vying for consumer attention. The proliferation of both established and emerging brands creates a crowded marketplace, making it challenging for companies to differentiate their products. This competition exerts pressure on pricing, with consumers often gravitating towards more affordable options, especially during economic downturns.

To stay competitive, companies face the challenge of balancing product quality and innovation with price considerations. Premium products may struggle to gain market share if consumers perceive them as overpriced, while budget-friendly options may face challenges in proving their efficacy and meeting changing consumer expectations. Navigating this delicate balance requires strategic pricing strategies, effective marketing, and a keen understanding of consumer preferences.

Changing Consumer Preferences and Cultural Sensitivities

The Global Personal Hygiene Market must adapt to shifting consumer preferences influenced by cultural, demographic, and regional factors. Preferences for certain scents, textures, and formulations can vary widely across different regions and demographic groups. Cultural sensitivities and taboos related to personal hygiene products, especially in the areas of feminine hygiene and skincare, present challenges for companies aiming to create products that resonate with diverse consumer bases.

Adapting products to meet the specific needs and preferences of various cultural groups requires a nuanced understanding of local markets. Companies must conduct thorough market research to identify and address cultural sensitivities, ensuring that their products align with the values and expectations of different consumer segments. Navigating these diverse preferences while maintaining a global brand identity poses a challenge for personal hygiene product manufacturers.

In conclusion, the Global Personal Hygiene Market faces challenges related to environmental sustainability, regulatory compliance, intense market competition, and changing consumer preferences. Successfully addressing these challenges requires a combination of innovation, regulatory awareness, sustainability initiatives, and a deep understanding of the diverse factors influencing consumer behavior in different regions

and demographics. Companies that can effectively navigate these challenges will be better positioned to thrive in this dynamic and essential market.

Key Market Trends

Rise of Sustainable and Eco-Friendly Products

A prominent trend in the Global Personal Hygiene Market is the increasing demand for sustainable and eco-friendly products. Consumers are becoming more environmentally conscious, driving a shift towards products that minimize their ecological footprint. Personal hygiene product manufacturers are responding by incorporating sustainable practices throughout the product life cycle.

Sustainable packaging, biodegradable materials, and cruelty-free formulations are gaining popularity. Companies are actively communicating their commitment to sustainability, aiming to attract environmentally conscious consumers. This trend extends beyond the product itself, influencing manufacturing processes and supply chain decisions. Brands that embrace and communicate their dedication to environmental responsibility are likely to gain a competitive edge in the market.

Digital Transformation and E-Commerce Dominance

The personal hygiene industry is experiencing a significant digital transformation, with the rise of e-commerce platforms and the integration of technology into product offerings. The convenience of online shopping and the ability to access a wide range of products from anywhere in the world have fueled the growth of e-commerce in the personal hygiene sector.

Digital platforms are not only used for sales but also for marketing and consumer engagement. Social media, influencer marketing, and online tutorials play a crucial role in promoting personal hygiene products. Companies are investing in digital strategies to enhance their online presence, engage with consumers, and gather valuable insights into market trends. The ease of online shopping and the influence of digital marketing are expected to continue shaping the landscape of the personal hygiene market.

Innovations in Personalized and High-Tech Products

The Global Personal Hygiene Market is witnessing a wave of innovation in personalized and high-tech products. Advancements in technology, such as artificial intelligence and

smart devices, are being integrated into personal hygiene items to provide more customized and efficient solutions.

In the skincare sector, personalized beauty products tailored to individual skin types and concerns are gaining popularity. Smart toothbrushes equipped with sensors and connectivity features offer real-time feedback on brushing habits. The use of technology allows for data-driven insights into personal hygiene routines, enabling consumers to make more informed choices.

Additionally, the trend of using natural and organic ingredients continues, with a focus on plant-based formulations and clean beauty. As consumers seek products that align with their individual needs and values, the personalization trend is likely to expand further, with companies leveraging technology to create innovative and tailored solutions.

Wellness and Health-Focused Products

The emphasis on health and wellness is a pervasive trend in the Global Personal Hygiene Market. Consumers are increasingly viewing personal hygiene as an integral part of their overall well-being. This trend is evident in the formulation of products that go beyond basic cleanliness to offer additional health benefits.

Skincare products often include ingredients with anti-aging properties, sun protection, and antioxidant benefits. Oral care products focus on enamel strengthening, gum health, and teeth whitening. The inclusion of natural and holistic ingredients aligns with the broader wellness trend, as consumers seek products that contribute to their health goals.

The wellness trend is also reflected in the growing market for hygiene products with immune-boosting properties. In response to global health concerns, consumers are seeking products that provide not only cleanliness but also an added layer of protection. Manufacturers are exploring formulations that incorporate antimicrobial properties and other health-enhancing features to meet this emerging consumer demand.

In conclusion, the Global Personal Hygiene Market is shaped by trends that reflect a growing emphasis on sustainability, the impact of digital transformation, a focus on personalized and high-tech solutions, and an overarching trend towards wellness and health-focused products. Companies that can adapt to and capitalize on these trends are likely to thrive in an industry that continues to evolve to meet the changing needs

and preferences of consumers worldwide.

Segmental Insights

Product Insights

Hand sanitizers have emerged as a rapidly growing segment in the Global Personal Hygiene Market, fueled by heightened awareness of hygiene practices, especially in the wake of global health concerns. The COVID-19 pandemic has significantly accelerated the demand for hand sanitizers, making them an essential component of everyday personal care routines. Consumers increasingly prioritize portable and convenient hand hygiene solutions, contributing to the surge in hand sanitizer sales. The market witnesses ongoing innovations, including formulations with moisturizing agents and natural ingredients, catering to diverse consumer preferences. With a focus on safety and cleanliness, hand sanitizers continue to dominate the personal hygiene market, reflecting a fundamental shift in hygiene habits worldwide.

Sales Channel Insights

Online retail is experiencing substantial growth in the Global Personal Hygiene Market as consumers increasingly turn to e-commerce platforms for their personal care needs. The convenience and accessibility of online shopping have contributed to the expansion of this segment, allowing consumers to explore a diverse range of personal hygiene products and make informed choices. The digital transformation in the personal hygiene industry includes not only the sale of products but also digital marketing strategies, influencer collaborations, and interactive consumer engagement. The ease of comparison shopping, coupled with the availability of product reviews and recommendations, makes online platforms a preferred channel for purchasing personal hygiene items. This trend is expected to persist as technology continues to shape consumer behaviors and preferences in the evolving landscape of the personal hygiene market.

Regional Insights

Asia Pacific stands as the dominating region in the Global Personal Hygiene Market, exhibiting robust growth and influence. The region's burgeoning population, rapid urbanization, and increasing disposable incomes are pivotal factors driving the demand for personal hygiene products. Consumer awareness of health and grooming practices is on the rise, fostering a culture of self-care and hygiene. Countries like China, India,

and Japan are witnessing a surge in demand for skincare, hair care, and oral care products, reflecting changing lifestyles and beauty standards. Furthermore, the advent of e-commerce has revolutionized the retail landscape, providing consumers with easy access to a wide array of personal hygiene items. As Asia Pacific continues to lead in economic development and consumer trends, it remains a focal point for innovation and expansion within the global personal hygiene market.

Key Market Players

Procter & Gamble

Unicharm Corporation

Essity Aktiebolag (publ).

Hengan Corporation Group Company Ltd.

Ontex BV

Edgewell Personal Care

Unilever plc

Johnson and Johnson Private Limited

Reckitt Benckiser Group PLC

L'Oréal Paris

Report Scope:

In this report, the Global Personal Hygiene Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Personal Hygiene Market, By Product:

Soaps

Hand Sanitizers

Bath & Shower Products

Face Care Products

Others

Personal Hygiene Market, By Sales Channel :

Departmental Stores

Hypermarkets/Supermarkets

Pharmacies

Online

Others

Personal Hygiene Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Personal Hygiene Market.

Available Customizations:

Global Personal Hygiene market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Sources of Information
- 4.3. Brand Awareness

5. GLOBAL PERSONAL HYGIENE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Market Share Analysis (Soaps, Hand Sanitizers, Bath & Shower

Products, Face Care Products, Others)

5.2.2. By Sales Channel Market Share Analysis (Departmental Stores, Hypermarkets/Supermarkets, Pharmacies, Online, Others)

5.2.3. By Regional Market Share Analysis

5.2.3.1. North America Market Share Analysis

5.2.3.2. Europe Market Share Analysis

5.2.3.3. Asia-Pacific Market Share Analysis

5.2.3.4. Middle East & Africa Market Share Analysis

5.2.3.5. South America Market Share Analysis

5.2.4. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Personal Hygiene Market Mapping & Opportunity Assessment

5.3.1. By Product Market Mapping & Opportunity Assessment

5.3.2. By Sales Channel Market Mapping & Opportunity Assessment

5.3.3. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA PERSONAL HYGIENE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

6.2.3. By Country Market Share Analysis

6.2.3.1. United States Personal Hygiene Market Outlook

6.2.3.1.1. Market Size & Forecast

6.2.3.1.1.1. By Value

6.2.3.1.2. Market Share & Forecast

6.2.3.1.2.1. By Product Market Share Analysis

6.2.3.1.2.2. By Sales Channel Market Share Analysis

6.2.3.2. Canada Personal Hygiene Market Outlook

6.2.3.2.1. Market Size & Forecast

6.2.3.2.1.1. By Value

6.2.3.2.2. Market Share & Forecast

6.2.3.2.2.1. By Product Market Share Analysis

6.2.3.2.2.2. By Sales Channel Market Share Analysis

6.2.3.3. Mexico Personal Hygiene Market Outlook

6.2.3.3.1. Market Size & Forecast

6.2.3.3.1.1. By Value

6.2.3.3.2. Market Share & Forecast

- 6.2.3.3.2.1. By Product Market Share Analysis
- 6.2.3.3.2.2. By Sales Channel Market Share Analysis

7. EUROPE PERSONAL HYGIENE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

7.2.3. By Country Market Share Analysis

7.2.3.1. France Personal Hygiene Market Outlook

7.2.3.1.1. Market Size & Forecast

7.2.3.1.1.1. By Value

7.2.3.1.2. Market Share & Forecast

7.2.3.1.2.1. By Product Market Share Analysis

7.2.3.1.2.2. By Sales Channel Market Share Analysis

7.2.3.2. United Kingdom Personal Hygiene Market Outlook

7.2.3.2.1. Market Size & Forecast

7.2.3.2.1.1. By Value

7.2.3.2.2. Market Share & Forecast

7.2.3.2.2.1. By Product Market Share Analysis

7.2.3.2.2.2. By Sales Channel Market Share Analysis

7.2.3.3. Italy Personal Hygiene Market Outlook

7.2.3.3.1. Market Size & Forecast

7.2.3.3.1.1. By Value

7.2.3.3.2. Market Share & Forecast

7.2.3.3.2.1. By Product Market Share Analysis

7.2.3.3.2.2. By Sales Channel Market Share Analysis

7.2.3.4. Germany Personal Hygiene Market Outlook

7.2.3.4.1. Market Size & Forecast

7.2.3.4.1.1. By Value

7.2.3.4.2. Market Share & Forecast

7.2.3.4.2.1. By Product Market Share Analysis

7.2.3.4.2.2. By Sales Channel Market Share Analysis

7.2.3.5. Spain Personal Hygiene Market Outlook

7.2.3.5.1. Market Size & Forecast

7.2.3.5.1.1. By Value

7.2.3.5.2. Market Share & Forecast

- 7.2.3.5.2.1. By Product Market Share Analysis
- 7.2.3.5.2.2. By Sales Channel Market Share Analysis

8. ASIA-PACIFIC PERSONAL HYGIENE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Market Share Analysis

8.2.2. By Sales Channel Market Share Analysis

8.2.3. By Country Market Share Analysis

8.2.3.1. China Personal Hygiene Market Outlook

8.2.3.1.1. Market Size & Forecast

8.2.3.1.1.1. By Value

8.2.3.1.2. Market Share & Forecast

8.2.3.1.2.1. By Product Market Share Analysis

8.2.3.1.2.2. By Sales Channel Market Share Analysis

8.2.3.2. India Personal Hygiene Market Outlook

8.2.3.2.1. Market Size & Forecast

8.2.3.2.1.1. By Value

8.2.3.2.2. Market Share & Forecast

8.2.3.2.2.1. By Product Market Share Analysis

8.2.3.2.2.2. By Sales Channel Market Share Analysis

8.2.3.3. Japan Personal Hygiene Market Outlook

8.2.3.3.1. Market Size & Forecast

8.2.3.3.1.1. By Value

8.2.3.3.2. Market Share & Forecast

8.2.3.3.2.1. By Product Market Share Analysis

8.2.3.3.2.2. By Sales Channel Market Share Analysis

8.2.3.4. Australia Personal Hygiene Market Outlook

8.2.3.4.1. Market Size & Forecast

8.2.3.4.1.1. By Value

8.2.3.4.2. Market Share & Forecast

8.2.3.4.2.1. By Product Market Share Analysis

8.2.3.4.2.2. By Sales Channel Market Share Analysis

8.2.3.5. South Korea Personal Hygiene Market Outlook

8.2.3.5.1. Market Size & Forecast

8.2.3.5.1.1. By Value

8.2.3.5.2. Market Share & Forecast

- 8.2.3.5.2.1. By Product Market Share Analysis
- 8.2.3.5.2.2. By Sales Channel Market Share Analysis
- 8.2.3.6. Indonesia Personal Hygiene Market Outlook
 - 8.2.3.6.1. Market Size & Forecast
 - 8.2.3.6.1.1. By Value
 - 8.2.3.6.2. Market Share & Forecast
 - 8.2.3.6.2.1. By Product Market Share Analysis
 - 8.2.3.6.2.2. By Sales Channel Market Share Analysis

9. MIDDLE EAST & AFRICA PERSONAL HYGIENE MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Market Share Analysis
 - 9.2.2. By Sales Channel Market Share Analysis
 - 9.2.3. By Country Market Share Analysis
 - 9.2.3.1. South Africa Personal Hygiene Market Outlook
 - 9.2.3.1.1. Market Size & Forecast
 - 9.2.3.1.1.1. By Value
 - 9.2.3.1.2. Market Share & Forecast
 - 9.2.3.1.2.1. By Product Market Share Analysis
 - 9.2.3.1.2.2. By Sales Channel Market Share Analysis
 - 9.2.3.2. Saudi Arabia Personal Hygiene Market Outlook
 - 9.2.3.2.1. Market Size & Forecast
 - 9.2.3.2.1.1. By Value
 - 9.2.3.2.2. Market Share & Forecast
 - 9.2.3.2.2.1. By Product Market Share Analysis
 - 9.2.3.2.2.2. By Sales Channel Market Share Analysis
 - 9.2.3.3. UAE Personal Hygiene Market Outlook
 - 9.2.3.3.1. Market Size & Forecast
 - 9.2.3.3.1.1. By Value
 - 9.2.3.3.2. Market Share & Forecast
 - 9.2.3.3.2.1. By Product Market Share Analysis
 - 9.2.3.3.2.2. By Sales Channel Market Share Analysis
 - 9.2.3.4. Turkey Personal Hygiene Market Outlook
 - 9.2.3.4.1. Market Size & Forecast
 - 9.2.3.4.1.1. By Value
 - 9.2.3.4.2. Market Share & Forecast

- 9.2.3.4.2.1. By Product Market Share Analysis
- 9.2.3.4.2.2. By Sales Channel Market Share Analysis

10. SOUTH AMERICA PERSONAL HYGIENE MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Market Share Analysis
 - 10.2.2. By Sales Channel Market Share Analysis
 - 10.2.3. By Country Market Share Analysis
 - 10.2.3.1. Argentina Personal Hygiene Market Outlook
 - 10.2.3.1.1. Market Size & Forecast
 - 10.2.3.1.1.1. By Value
 - 10.2.3.1.2. Market Share & Forecast
 - 10.2.3.1.2.1. By Product Market Share Analysis
 - 10.2.3.1.2.2. By Sales Channel Market Share Analysis
 - 10.2.3.2. Colombia Personal Hygiene Market Outlook
 - 10.2.3.2.1. Market Size & Forecast
 - 10.2.3.2.1.1. By Value
 - 10.2.3.2.2. Market Share & Forecast
 - 10.2.3.2.2.1. By Product Market Share Analysis
 - 10.2.3.2.2.2. By Sales Channel Market Share Analysis
 - 10.2.3.3. Brazil Personal Hygiene Market Outlook
 - 10.2.3.3.1. Market Size & Forecast
 - 10.2.3.3.1.1. By Value
 - 10.2.3.3.2. Market Share & Forecast
 - 10.2.3.3.2.1. By Product Market Share Analysis
 - 10.2.3.3.2.2. By Sales Channel Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL PERSONAL HYGIENE MARKET

- 12.1. Impact Assessment Model
 - 12.1.1. Key Segments Impacted

12.1.2. Key Sales Channel Impacted

12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Procter & Gamble

14.1.1.1. Company Details

14.1.1.2. Products

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

14.1.2. Unicharm Corporation

14.1.2.1. Company Details

14.1.2.2. Products

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

14.1.3. Essity Aktiebolag (publ).

14.1.3.1. Company Details

14.1.3.2. Products

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

14.1.4. Hengan Corporation Group Company Ltd.

14.1.4.1. Company Details

14.1.4.2. Products

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

14.1.4.6. Key Management Personnel

14.1.5. Ontex BV

14.1.5.1. Company Details

- 14.1.5.2. Products
- 14.1.5.3. Financials (As Per Availability)
- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. Edgewell Personal Car
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Unilever plc
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence
 - 14.1.7.5. Recent Developments
 - 14.1.7.6. Key Management Personnel
- 14.1.8. Johnson and Johnson Private Limited
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. Reckitt Benckiser Group PLC
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. L?real Paris
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Key Market Focus & Geographical Presence
 - 14.1.10.5. Recent Developments

14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

15.1. Key Focus Areas

15.2. Target Product

15.3. Target Sales Channel

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