Consumer and Market Insights: Feminine Hygiene Market in Hong Kong

Description:

Hong Kong's Feminine Hygiene market is led by Sanitary Pads category. The Tampons category will gain maximum market share during 2015-2020. The Feminine Hygiene market in the country is highly competitive and is led by players such as Johnson and Johnson Gmbh and the Procter and Gamble Company.

Key Findings:

- Of the five categories analyzed tampons category will be the fastest growing category registering a CAGR of 4.4% during 2015-2020
- Women's Disposable Razors and Blades witnessed higher consumption amongst Mid-Lifers
- The Tampons category will gain maximum market share during 2015-2020
- Hypermarkets and Supermarkets is the leading distribution channel accounting for more than one third of the overall Feminine Hygiene distribution
- Box is the only outer type used in Hong Kong's Feminine Hygiene market

Consumer and Market Insights report on the Feminine Hygiene market in Hong Kong provides insights on high growth categories to target trends in the usage of packaging materials types and closures category level distribution data and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2015-2020
- Category coverage: Value and growth analysis for Internal Cleansers and Sprays Pantiliners and Shields Sanitary Pads Tampons and Women's Disposable Razors and Blades with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020
- Leading players: Market share of brands and private labels including private label growth analysis from 2012-2015
- Distribution data: Percentage of sales within each category through channels such as Hypermarkets and Supermarkets Convenience Stores Health and Beauty Stores and others in 2015
- Packaging data: consumption breakdown for packaging materials and containers in each category in terms of percentage share of number of units sold. Packaging material data for flexible packaging rigid plastics rigid metal and others; container data for: Bottles Box Aerosol and others

Reasons To Buy:

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years resulting in revenue expansion
Contents:

Introduction
- Report Scope

Country Context
- Macroeconomic indicators - Population and age structure, GDP and Consumer Price Index

Market Overview and Consumer Demographics
- Value and volume analysis for Hong Kong's Feminine Hygiene market
- Historic and forecast consumption in Hong Kong's Feminine Hygiene market
- Category volume consumption analysis by gender, age, education and urbanization
- Volume analysis by category
- Historic and forecast value analysis by category
- Winners and losers by categories with change in market share
- Average category level pricing
- Segment share in a category (value terms) and change in market share

Retail Landscape and Key Distribution Channels
- Leading retailers in Hong Kong's Cosmetics and Toiletries market
- Leading distribution channels (value terms) in Hong Kong's Feminine Hygiene market
- Leading distribution channels (value terms) by category

Packaging
- Feminine Hygiene market by type of packaging material/container (in volume terms)
- Feminine Hygiene market by type of packaging closure/outer (in volume terms)
- Feminine Hygiene market by type of packaging, forecast (in volume terms)

Brand Share
- Market share of leading brands (in value terms) by category

Innovation examples
- New products launched in the Asian Feminine Hygiene market

Appendix
- Country context
- Category value and volume data
- Consumer Demographics data
- Sector Overview
- Segment data
- Packaging data
- Category definitions
- Segment definitions
- Channel definitions
- Methodology
- About

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