Consumer and Market Insights: Feminine Hygiene Market in Chile

Description:

Sanitary Pads is the leading category by value in the Chilean Feminine Hygiene market while the Pantiliners and Shields category is forecast to register fastest growth during 2015-2020. Internal Cleansers and Sprays witnessed higher preference amongst urban population and Sanitary Pads is most-preferred among older young adults. Product Specificity and Efficient and Effective are the leading trends driving the growth in the market.

Key Findings:

- Improving economy and significant proportion of young population will drive demand for Consumer Packaged Goods in Chile
- The Feminine Hygiene market in Chile is forecast to register higher growth during 2015-2020 compared to 2010-2015
- Sanitary Pads is the leading value category while the Pantiliners and Shields category is forecast to register fastest growth during 2015-2020
- Flexible Packaging is the most used packaging material in the Feminine Hygiene market in Chile
- Product Specificity and Efficient and Effective are the major trends driving the Chilean Feminine Hygiene market
- Demand for on-the-go and innovative products will rise in Chile's Feminine Hygiene market

Consumer and Market Insights report on the Feminine Hygiene market in Chile 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 2010-2020
- 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 2011-2014
- Distribution data: Value shares within each category through channels such as Hypermarkets and Supermarkets Convenience Stores Health and Beauty Stores and more
- 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 paper and board and others; container data for: Film Box Blister Pack and others.
- Consumer level trends: Top four consumer trends which influence Feminine Hygiene consumption
- Future outlook: Reviews and recommendations on how the market will shape up from 2015-2020

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
- Access the key and most influential consumer trends driving Feminine Hygiene consumption and how they influence consumer behavior in the market which will help determine the best audiences to target
- 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

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