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 Hypermarts 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

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 the Chilean Feminine Hygiene market
- Historic and forecast consumption in the Chilean 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 the Chilean Cosmetics and Toiletries market
- Leading distribution channels (value terms) in the Chilean 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

Consumer trend analysis
- Consumer trend framework and explanation of the sub-trends
- For key trends in the Chilean Feminine Hygiene market
- How the trend is influencing consumption in Chilean Feminine Hygiene market
- How to target the trend in Chilean Feminine Hygiene market
- How the trend will evolve in Chilean Feminine Hygiene market
- Key target demographic and the rate and which the trend will evolve
- Key drivers in the market that will increasingly influence consumption

Innovation examples
- New product examples launched in Chilean 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
- Explanation of Sub-trends
- Methodology
- About

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3620938/](http://www.researchandmarkets.com/reports/3620938/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Consumer and Market Insights: Feminine Hygiene Market in Chile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3620938/">http://www.researchandmarkets.com/reports/3620938/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCISLGFE</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 1272</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 2544</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 3816</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:                      Mr  Mrs  Dr  Miss  Ms  Prof
First Name:                 ___________________________  Last Name: ___________________________
Email Address: *             ____________________________________________________________
Job Title:                  ______________________________________________________________
Organisation:               ______________________________________________________________
Address:                    ________________________________________________________________
City:                       _________________________________________________________________
Postal / Zip Code:          __________________________________________________________
Country:                    ______________________________________________________________
Phone Number:               ____________________________________________________________
Fax Number:                 ____________________________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World