Consumer and Market Insights: Feminine Hygiene Market in Austria

Description: Steady economic growth and high disposable income will stimulate demand for Austrian Feminine Hygiene market. Sanitary Pads will be the fastest growing category in both value and volume terms during 2015-2019. The Feminine Hygiene market in Austria is led by Procter and Gamble company and Johnson and Johnson.

Key Findings:
- The Feminine Hygiene market in Austria will register higher growth both in value and volume terms during 2015-2020 compared to 2010-2015
- Middle age population in Austria mostly prefers to use Sanitary Pads in the market.
- Drug stores and Pharmacies occupy majority of the share in the Austrian Feminine Hygiene market.
- Flexible packaging is the most used packaging material which holds for 66.6% market share in the Feminine Hygiene market in Austria.

Consumer and Market Insights report on the Feminine Hygiene market in Austria 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 2012-2015
- 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 rigid metal and others; container data for: Bottles Box Film Blister Pack 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

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 Austrian Feminine Hygiene market
- Historic and forecast consumption in the Austrian Feminine Hygiene market
- Category volume consumption analysis by gender, age, education and urbanization
- Degree of trade up/down in the Austrian Feminine Hygiene market
- 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 Austrian Cosmetics and Toiletries market
- Leading distribution channels (value terms) in the Austrian 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 and Private Label Share
- Penetration of private label by categories in the Austrian Feminine Hygiene market
- Private label growth (in value terms) compared to national brands
- Market share of leading brands (in value terms) by category

Innovation examples
- Examples of new product development in European 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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