Consumer and Market Insights: Feminine Hygiene Market in China

Description:

Summary:
The Chinese Feminine Hygiene market is forecast to register higher growth in local currency terms during 2015-2020. Tampons is forecast to register fastest growth in both value and volume terms while Sanitary Pads is the largest category during 2015-2020.

Key Findings:
- The Chinese Feminine Hygiene market is forecast to grow at a CAGR of 9.2% during 2015-2020 in local currency terms.
- The Tampons category will register the fastest growth at a CAGR of 10.3% during 2015-2020 in value terms.
- Hypermarkets and Supermarkets is the leading distribution channel in the Chinese Feminine Hygiene market.
- The private label penetration in China’s Feminine Hygiene market stood at 7.6% in 2015.
- China’s Feminine Hygiene market is led by international players like The Procter and Gamble company Johnson and Johnson Unicham Corporation etc. that have a significant market share.
- Flexible Packaging is the most used packaging material in the Feminine Hygiene market in China.

Consumer and Market Insight report on the Feminine Hygiene market in China 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 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 paper and board rigid plastics and others; container data for: Film Box Bag/Sachet 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
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