Consumer and Market Insights: Feminine Hygiene Market in Norway

Description: Summary:

The Feminine Hygiene market in Norway is forecast to register higher growth during 2015-2020 compared to 2010-2015 owing to high disposable income of the Norwegian consumers. Sanitary Pads is the leading category by value and also is forecast to register the fastest growth during 2015-2020. The Norwegian consumers prefer to purchase premium products in the Feminine Hygiene market.

Key Findings:

- The Feminine Hygiene market in Norway will register higher growth both in value and volume terms during 2015-2019 compared to 2010-2015

- The Sanitary Pads category is forecast to gain market share during 2015-2020.

- Drug stores and Pharmacies is the leading distribution channel in the Norwegian Feminine Hygiene market.

- Flexible Packaging is the most commonly used packaging material in the Feminine Hygiene market in Norway.

Consumer and Market Insights report on the Feminine Hygiene market in Norway 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 paper and board and others; container data for: Film Box Blister Packs 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 Norwegian Feminine Hygiene market
- Historic and forecast consumption in the Norwegian Feminine Hygiene market
- Category volume consumption analysis by gender, age, education and urbanization
- Degree of trade up/down in the Norwegian 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 Norwegian Cosmetics and Toiletries market
- Leading distribution channels (value terms) in the Norwegian 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 Norwegian 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
- New products launched in the 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

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3620961/

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 Norway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3620961/">http://www.researchandmarkets.com/reports/3620961/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCISLG7V</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>□</td>
<td>USD 875</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>□</td>
<td>USD 1750</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>□</td>
<td>USD 2625</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>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<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>IE78ULSB9853308313083</td>
</tr>
</tbody>
</table>
  | Bank Address      | Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

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