Consumer and Market Insights: Feminine Hygiene Market in Norway

Description:

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

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