Description: Italian Feminine Hygiene market is highly consolidated and is dominated by the multinational companies such as The Procter and Gamble Company. Sanitary Pads is the largest category in terms of value and volume. Pre-Mid-Lifers aged between 35-44 years accounts for majority of Sanitary Pads consumption. Drug Stores and Pharmacies is the leading distribution channel in the Italian Feminine Hygiene market.

Key Findings:
- The Feminine Hygiene market in Italy will register higher growth both in value and volume terms during 2015-2020 compared to 2010-2015
- Majority of Internal Cleansers and Sprays were consumed by the older population in Italy
- The Women's Disposable Razors and Blades category is forecast to register fastest growth at a CAGR of 3.9% during 2015-2020
- Flexible Packaging is the most commonly used packaging material which accounts for 78.6% share in the Feminine Hygiene market in Italy.

Consumer and Market Insights report on the Feminine Hygiene market in Italy 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 paper and board rigid plastics rigid metal and others; container data for: Film Bottles 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

Contents: Introduction
- Report Scope

Country Context
- Macroeconomic indicators - Population and age structure, GDP and Consumer Price Index

Market Overview
- Value and volume for the Italian Feminine Hygiene market
- Historical and projected consumption in the Italian Feminine Hygiene market
- Degree of trade up/down in the Italian Feminine Hygiene market
- Volume of the Italian Feminine Hygiene by category
- Historical and forecast market value of the Italian Feminine Hygiene by category
- Winners and losers in the Italian Feminine Hygiene market
- Average category level pricing in the Italian Feminine Hygiene market

Retail Landscape and Key Distribution Channels
- Leading retailers in the Italian Cosmetics and Toiletries market
- Leading distribution channels in the Italian Feminine Hygiene market
- Leading distribution channels by category in the Italian Feminine Hygiene market

Packaging
- Feminine Hygiene market by type of packaging material/container
- Feminine Hygiene market by type of packaging closure/outer
- Feminine Hygiene market by type of packaging, forecasts

Brand and Private Label Share
- Penetration of private label by category in the Italian Feminine Hygiene market
- Private label performance compare to brands in the Italian Feminine Hygiene market
- Market share of leading brands (in value terms) by category

Innovation examples
- New product examples launched in the Italian Feminine Hygiene market

Appendix
- Country context
- Sector overview
- Category data
- Packaging data
- Category definitions
- Channel definitions
- Methodology
- About

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