World Feminine Hygiene Products Market - Opportunities and Forecasts, 2015 - 2022

Description: Sanitary pads, tampons, internal cleaners & sprays, panty liners & shields and disposable razors & blades, used for maintaining personal hygiene are collectively termed as feminine hygiene products. Amongst these, sanitary pads are majorly used products at the time of menstruation and are available in variety of sizes, shapes, and absorption levels. As these products provide exclusive protection against leakage, they are highly preferred by women. Since past few years, the feminine hygiene products market has witnessed significant growth, primarily in developing countries and is expected to witness notable growth in foreseeable years, owing to increasing personal health and hygiene concerns among individuals.

Rapid pace of urbanization and increased awareness about maintaining personal hygiene and health has boosted the demand for feminine hygiene products. Moreover, increase in number of working women in Asia-Pacific and Latin America, increasing preference for easy-to-use sanitary napkins and rising disposable income have propelled the growth of the feminine hygiene products market in the past few years. However, increasing health concerns due to the kind of raw materials being used in the hygiene products and ageing population in several countries are challenges for the industry growth. However, sanitary protection is under-penetrated in major developing and under-developed countries across the globe. Huge markets with low penetration levels such as India and Africa offer lucrative business opportunities for the players operating in the feminine hygiene products market.

The world feminine hygiene products market is segmented based on product type, distribution channels and geography. Based on product type, the market is categorized into five categories such as sanitary pads, tampons, internal cleaners & sprays, panty liners & shields, and disposable razors & blades. Sanitary pads are the most commonly used feminine hygiene products and are expected to grow at a notable rate owing to increasing demand from developing markets. The market segmentations on the basis of distribution channels include supermarkets & hypermarkets, specialty stores (drug stores, pharmacies & beauty stores), convenience stores, dollar stores, and online & others. The market is analyzed across geographical regions namely North America, Europe, Asia-Pacific, and LAMEA.

The key market players profiled in this report are Procter & Gamble Co., Edgewell Personal Care Company, Unicharm Corporation, Kimberly-Clark Corporation, Lil-Lets Group Ltd., PayChest Inc., Svenska Cellulosa Aktiebolaget, Kao Corporation, First Quality Enterprises, Inc. and Hengan International Group Co. Ltd. The market players are making consistent efforts to promote their products and increase their market share by adopting product launch and acquisition as their key growth strategies.

FEMININE HYGIENE PRODUCTS MARKET BY SEGMENTS:

The market is segmented on the basis of product type, distribution channel and geography.

BY PRODUCT TYPE
- Sanitary pads
- Tampons
- Internal cleaners & sprays
- Panty liners & shields
- Disposable razors & blades

BY DISTRIBUTION CHANNEL
- Supermarkets & hypermarkets
- Specialty stores (drug stores, pharmacies & beauty stores)
- Convenience stores
- Dollar stores
- Online & others

BY GEOGRAPHY
- North America
- Europe
KEY PLAYERS
- Procter & Gamble Co.
- Edgewell Personal Care Company
- Unicharm Corporation
- Kimberly-Clark Corporation
- Lil-Lets Group Ltd
- PayChest Inc.
- Svenska Cellulosa Aktiebolaget
- Kao Corporation
- First Quality Enterprises, Inc.
- Hengan International Group Co. Limited

Contents:
Chapter: 1 INTRODUCTION
1.1 Report description
1.2 Key benefits
1.3 Key market segments
1.4 Research methodology
1.4.1 Secondary research
1.4.2 Primary research
1.4.3 Analyst tools and models
Chapter: 2 EXECUTIVE SUMMARY
2.1 CXO perspective
Chapter: 3 MARKET OVERVIEW
3.1 Market definition and scope
3.2 Key Findings
3.2.1 Top impacting factors
3.2.2 Top winning strategies
3.2.3 Top investment pockets
3.3 Value chain analysis
3.4 Porters five forces analysis
3.5 Drivers
3.5.1 Rising awareness towards personal hygiene
3.5.2 Accelerating urbanization and improving standard of living
3.5.3 Increasing disposable income of the middle class
3.5.4 Increasing number of working women
3.5.5 Product innovations
3.6 Restraints
3.6.1 Health concerns due to ingredients used in conventional sanitary napkins
3.6.2 Environmental risks
3.7 Opportunities
3.7.1 Increasing demand for feminine hygiene products made up of organic and biodegradable raw materials
3.7.2 Increasing demand for feminine hygiene products such as tampons and panty liners in developing countries
Chapter: 4 WORLD FEMININE HYGIENE PRODUCTS MARKET BY PRODUCT TYPE
4.1 Sanitary pads
4.1.1 Key market trends
4.1.2 Key growth factors, restraints and opportunities
4.1.3 Competitive Scenario
4.1.4 Market size and forecast
4.2 Tampons
4.2.1 Key market trends
4.2.2 Key growth factors, restraints and opportunities
4.2.3 Competitive Scenario
4.2.4 Market size and forecast
4.3 Internal cleaners and sprays
4.3.1 Key market trends
4.3.2 Key growth factors, restraints and opportunities
4.3.3 Competitive Scenario
4.3.4 Market size and forecast
4.4 Panty liners & shields
4.4.1 Key market trends
4.4.2 Key growth factors and opportunities
4.4.3 Competitive Scenario
4.4.4 Market size and forecast
4.5 Disposable razors & blades
4.5.1 Key market trends
4.5.2 Key growth factors and opportunities
4.5.3 Competitive Scenario
4.5.4 Market size and forecast
Chapter: 5 WORLD FEMININE HYGIENE PRODUCTS MARKET BY PRODUCT TYPE
5.1 Supermarkets & hypermarkets
5.1.1 Market overview
5.1.2 Market size and forecast
5.2 Specialty stores (drug stores, pharmacies and beauty stores)
5.2.1 Market overview
5.2.2 Market size and forecast
5.3 Convenience stores
5.3.1 Market overview
5.3.2 Market size and forecast
5.4 Dollar stores
5.4.1 Market overview
5.4.2 Market size and forecast
5.5 Online & others
5.5.1 Market overview
5.5.2 Market size and forecast
Chapter: 5 WORLD FEMININE HYGIENE PRODUCTS MARKET BY GEOGRAPHY
5.1 North America
5.1.1 Key market trends
5.1.2 Key growth factors, restraints and opportunities
5.1.3 Competitive Scenario
5.1.4 Market size and forecast
5.1.5 Brand share analysis, 2015 (%)
5.2 Europe
5.2.1 Key market trends
5.2.2 Key growth factors, restraints and opportunities
5.2.3 Competitive Scenario
5.2.4 Market size and forecast
5.2.5 Brand share analysis, 2015 (%)
5.3 Asia-Pacific
5.3.1 Key market trends
5.3.2 Key growth factors, restraints and opportunities
5.3.3 Competitive Scenario
5.3.4 Market size and forecast
5.3.5 Brand share analysis, 2015 (%)
5.4 LAMEA
5.4.1 Key market trends
5.4.2 Key growth factors, restraints and opportunities
5.4.3 Competitive Scenario
5.4.4 Market size and forecast
5.1.5 Brand share analysis, 2015 (%)
Chapter: 6 COMPANY PROFILE
6.1 Procter & Gamble Co.
6.1.1 Company overview
6.1.2 Business performance
6.1.3 Strategic moves and developments
6.1.4 SWOT Analysis of Procter & Gamble Co.
6.2 Edgewell Personal Care Company.
6.2.1 Company overview
6.2.2 Business performance
6.2.3 Strategic moves and developments
6.2.4 SWOT Analysis of Edgewell Personal Care Company
6.3 Unicharm Corporation
6.3.1 Company overview
6.3.2 Business performance
6.3.3 Strategic moves and developments
6.3.4 SWOT Analysis of Unicharm Corporation
6.4 Kimberly-Clark Corporation
6.4.1 Company overview
6.4.2 Business performance
6.4.3 Strategic moves and developments
6.4.4 SWOT Analysis of Kimberly-Clark Corporation
6.5 Lil-Lets Group Ltd
6.5.1 Company overview
6.5.2 Business performance
6.5.3 Strategic moves and developments
6.5.4 SWOT Analysis of Lil-Lets Group Ltd
6.6 PayChest Inc.
6.6.1 Company overview
6.6.2 Business performance
6.6.3 Strategic moves and developments
6.6.4 SWOT Analysis of PayChest Inc.
6.7 Svenska Cellulosa Aktiebolaget.
6.7.1 Company overview
6.7.2 Business performance
6.7.3 Strategic moves and developments
6.7.4 SWOT Analysis of Svenska Cellulosa Aktiebolaget
6.8 Kao Group
6.8.1 Company overview
6.8.2 Business performance
6.8.3 Strategic moves and developments
6.8.4 SWOT Analysis of Kao Group
6.9 First Quality Enterprises, Inc.
6.9.1 Company overview
6.9.2 Business performance
6.9.3 Strategy move and development
6.9.4 SWOT Analysis of First Quality Enterprises, Inc.
6.10 Hengan International Group Co. Limited
6.10.1 Company overview
6.10.2 Business performance
6.10.3 Strategy move and development
6.10.4 SWOT Analysis of Hengan International Group Co. Limited.

List of Tables
Table 1 World Feminine Hygiene Products Market Revenue By Geography, 2015-2022 ($Million)
Table 2 World Feminine Hygiene Products Market Revenue By Product Type, 2015-2022 ($Million)
Table 3 World Sanitary Pads Market Revenue, 2015-2022 ($Million)
Table 4 World Tampons Market Revenue, 2015-2022 ($Million)
Table 5 World Panty Liners And Shields Market Revenue, 2015-2022 ($Million)
Table 6 World Internal Cleansers And Sprays Market Revenue, 2015-2022 ($Million)
Table 7 World Disposable Razors And Blades Market Revenue, 2015-2022 ($Million)
Table 8 World Feminine Hygiene Products Market Revenue By Distribution Channel, 2015-2022 ($Million)
Table 9 World Feminine Hygiene Products Market Revenue By Supermarket & Hypermarket, 2015-2022 ($Million)
Table 10 World Feminine Hygiene Products Market Revenue By Specialty Stores (Drug Stores, Pharmacies And Beauty Stores), 2015-2022 ($Million)
Table 11 World Feminine Hygiene Products Market Revenue By Convenience Stores, 2015-2022 ($Million)
Table 12 World Feminine Hygiene Products Market Revenue By Dollar Stores, 2015-2022 ($Million)
Table 13 World Feminine Hygiene Products Market Revenue By Online & Other Channels, 2015-2022 ($Million)
Table 14 World Feminine Hygiene Products Market Revenue By Geography, 2015-2022 ($Million)
Table 15 North America Feminine Hygiene Products Market Revenue By Product Type, 2015-2022 ($Million)
Table 16 North America Feminine Hygiene Products Market Revenue By Distribution Channel, 2015-2022 ($Million)
Table 17 Europe Feminine Hygiene Products Market Revenue By Product Type, 2015-2022 ($Million)
Table 18 Europe Feminine Hygiene Products Market Revenue By Distribution Channel, 2015-2022 ($Million)
Table 19 Asia-Pacific Feminine Hygiene Products Market Revenue By Product Type, 2015-2022 ($Million)
Table 20 Asia-Pacific Feminine Hygiene Products Market Revenue By Distribution Channel, 2015-2022 ($Million)
Table 21 Lamea Feminine Hygiene Products Market Revenue, Product Type 2015-2022 ($Million)
Table 16 Snapshot Of Proctor & Gamble Co.
Table 17 Snapshot Of Edgewell Personal Care Company
Table 18 Snapshot Of Unicharm Corporation
Table 19 Snapshot Of Kimberly-Clark Corporation
Table 20 Snapshot Of Lil-Lets Group Ltd.
Table 21 Snapshot Of Paychest Inc.
Table 22 Snapshot Of Svenska Cellulosa Aktiebolaget
Table 23 Snapshot Of Kao Corporation
Table 24 Snapshot Of First Quality Enterprises, Inc.
Table 25 Snapshot Of Hengan International Group Co. Ltd.

List of Figures
Fig. 1 Top Impacting Factors
Fig. 2 Top Winning Strategies
Fig. 3 Top Winning Strategies Comparison, 2015(%) 
Fig. 4 Top Investment Pockets
Fig. 5 Value Chain Analysis
Fig. 6 Porters Five Force Analysis
Fig. 7 North American Brand Share Analysis
Fig. 8 European Brand Share Analysis
Fig. 9 Asia-Pacific Brand Share Analysis
Fig. 10 Lamea Brand Share Analysis
Fig. 11 Revenue Of Proctor & Gamble Co., 2013-2015($Million)
Fig. 12 Revenue Of Procter & Gamble Co., By Business Segment (%), 2015
Fig. 13 Revenue Of Procter & Gamble Co., By Geography (%), 2015
Fig. 14 SWOT Analysis Of Proctor & Gamble Co.
Fig. 15 Revenue Of Edgewell Personal Care Company, 2013-2015($Million)
Fig. 16 Revenue Of Edgewell Personal Care Company, By Business Segments (%) 2015
Fig. 17 Revenue Of Edgewell Personal Care Company, By Geography (%), 2015
Fig. 18 SWOT Analysis Of Edgewell Personal Care Company.
Fig. 19 Revenue Of Unicharm Corporation, 2012-2014($Million)
Fig. 20 SWOT Analysis Of Unicharm Corporation
Fig. 21 Revenue Of Kimberly-Clark Corporation, 2012-2014 ($Million)
Fig. 22 Revenue Of Kimberly-Clark Corporation, By Business Segments (%), 2014
Fig. 23 SWOT Analysis Of Kimberly Clark Corporation.
Fig. 24 SWOT Analysis Of Lil-Lets Group Ltd
Fig. 25 SWOT Analysis Of Paychest Inc.
Fig. 26 Revenue Of Svenska Cellulosa Aktiebolaget, 2012-2014 ($Million)
Fig. 27 Revenue Of Svenska Cellulosa Aktiebolaget By Business Segment (%), 2014
Fig. 28 Revenue Of Svenska Cellulosa Aktiebolaget By Geography (%), 2014
Fig. 29 SWOT Analysis Of Svenska Cellulosa Aktiebolaget
Fig. 30 Revenue Of Kao Corporation, 2014-2015 ($Million)
Fig. 31 Revenue Of Kao Corporation By Business Segment (%), 2015
Fig. 32 SWOT Analysis Of Kao Corporation
Fig. 33 SWOT Analysis Of First Quality Enterprises, Incorporation
Fig. 34 Revenue Of Hengan International Group Co. Limited, By Products (%), 2014
Fig. 35 Revenue Of Hengan International Group Co. Limited, By Products (%), 2014
Fig. 36 SWOT Analysis Of Hengan International Group Co., Limited

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3746996/
Order by Fax - using the form below
Order by Post - print the order form below and send to
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.

Product Name: World Feminine Hygiene Products Market - Opportunities and Forecasts, 2015 - 2022
Web Address: http://www.researchandmarkets.com/reports/3746996/
Office Code: SCH3CH79

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Electronic (PDF) - Single User</th>
<th>USD 4740</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>USD 5910</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 8250</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>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<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>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

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