

## **Personal Hygiene in China**

Industry Report | 2024-04-19 | 43 pages | MarketLine

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### **Report description:**

Personal Hygiene in China

#### Summary

Personal Hygiene in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The books market is segmented into physical, e-book, and other books. The market value represents the retail sales.
- The Chinese Personal Hygiene market recorded revenues of \$4,551.9 million in 2023, representing a compound annual growth rate (CAGR) of 4.1% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 2% between 2018 and 2023, to reach a total of 743.5 million units in 2023.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 3.8% over 2023-28, which is expected to drive the market to a value of \$5,474.0 million by the end of 2028.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in China
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the China personal hygiene market with five year forecasts

#### Reasons to Buy

- What was the size of the China personal hygiene market by value in 2023?
- What will be the size of the China personal hygiene market in 2028?
- What factors are affecting the strength of competition in the China personal hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up China's personal hygiene market?

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