

Feminine Hygiene in North America

Industry Report | 2024-10-03 | 43 pages | MarketLine

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Report description:

Feminine Hygiene in North America

Summary

Feminine Hygiene in North America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 feminine hygiene market consists of retail sales of sanitary pads, tampons, womens disposable razors & blades, pantliners & shields and internal cleansers & sprays. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.
- The North American Feminine Hygiene market had total revenues of \$6,883.6 million in 2023, representing a compound annual growth rate (CAGR) of 4.2% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 1.4% between 2018 and 2023, to reach a total of 1,182.9 million units in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.7% for the five-year period 2023-28, which is expected to drive the market to a value of \$8,679.2 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 feminine hygiene market in North America

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market in North America
- Leading company profiles reveal details of key feminine hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the North America feminine hygiene market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the North America feminine hygiene market by value in 2023?
- What will be the size of the North America feminine hygiene market in 2028?
- What factors are affecting the strength of competition in the North America feminine hygiene market?
- How has the market performed over the last five years?
- Who are the top competitors in North America's feminine hygiene market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

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- 7.1. Market share
- 7.2. Who are the leading players in the North American feminine hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-23) ?
- 7.4. Which companies market shares have suffered in the last 5 years (2018-23) ?
- 7.5. What are the most popular brands in the North American feminine hygiene market ?

8 Company Profiles

- 8.1. The Procter & Gamble Co
- 8.2. Edgewell Personal Care Co
- 8.3. Societe BIC
- 8.4. Kimberly-Clark Corp

9 Macroeconomic Indicators

- 9.1. Country data

10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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