

## **Feminine Hygiene in Switzerland**

Industry Report | 2025-09-11 | 43 pages | MarketLine

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### **Report description:**

Feminine Hygiene in Switzerland

#### Summary

Feminine Hygiene in Switzerland industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 includes retail sales of sanitary pads, women's disposable razors & blades, internal cleansers & sprays, pantliners & shields, and tampons. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Swiss feminine hygiene market recorded revenues of \$151.1 million in 2024, representing a compound annual growth rate (CAGR) of 3.7% between 2019-24.
- Market consumption volume increased with a CAGR of 0.5% between 2019-24, reaching a total of 51.1 million units in 2024.
- The moderate growth of the Swiss feminine hygiene market during 2019-24 can be attributed to the premiumization trends and strong consumer inclination toward organic and eco-friendly products but is constrained by demographic realities.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the feminine hygiene market in Switzerland
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market in Switzerland

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- 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 Switzerland feminine hygiene market with five year forecasts

#### Reasons to Buy

- What was the size of the Switzerland feminine hygiene market by value in 2024?
- What will be the size of the Switzerland feminine hygiene market in 2029?
- What factors are affecting the strength of competition in the Switzerland feminine hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Switzerland's feminine hygiene market?

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