

Personal Hygiene in China

Industry Report | 2025-08-28 | 48 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Personal Hygiene in China

Summary

Personal Hygiene in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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

- Personal hygiene market includes retail sales of anti-perspirants & deodorants, soap, and bath & shower products. Anti-perspirants & deodorants segment covers all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. Soap segment includes both bar soap and liquid soaps. Bath & shower products segment includes bubble baths, as well as bath-time washing gels and lotions. It also covers non-liquid bath additives such as bath bombs, beads, and salts. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Chinese personal hygiene market recorded revenues of \$4,592.5 million in 2024, representing a compound annual growth rate (CAGR) of 3.0% between 2019-24.
- Market consumption volume increased with a CAGR of 1.7% between 2019-24, reaching a total of 741.1 million units in 2024.
- The Chinese personal hygiene market experienced moderate growth during the review period (2019-24), driven by higher consumer focus on hygiene, demand for natural and premium products, and the rise of online sales. The growth forecast is aligned with the country's broader economic performance, with the US Bureau of Economic Analysis reporting real GDP growth of 4.9% in 2024, which reflects stable economic conditions and continued consumer confidence.

Scope**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Reasons to Buy

- What was the size of the China personal hygiene market by value in 2024?
- What will be the size of the China personal hygiene market in 2029?
- What factors are affecting the strength of competition in the China personal hygiene market?
- How has the market performed over the last five years?
- Who are the top competitors in China's personal 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

7.1. Market share

7.2. Who are the leading players in the Chinese personal hygiene market?

7.3. Which companies have been most successful in increasing their market shares during 2019-24?

7.4. Which companies market shares have suffered during 2019-24?

7.5. What are the most popular brands in the Chinese personal hygiene market?

7.6. What have been the most significant developments in the Chinese personal hygiene market during 2024?

8 Company Profiles

8.1. The Procter & Gamble Co

8.2. Unilever Plc

8.3. Shanghai Jahwa United Co Ltd

8.4. Kao Corp

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Personal Hygiene in China

Industry Report | 2025-08-28 | 48 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com