

Personal Hygiene in Germany

Industry Report | 2025-08-28 | 44 pages | MarketLine

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Report description:

Personal Hygiene in Germany

Summary

Personal Hygiene in Germany industry profile provides top-line qualitative and quantitative summary information including: 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 German personal hygiene market recorded revenues of \$2,908.3 million in 2024, representing a compound annual growth rate (CAGR) of 4.2% between 2019-24.
- Market consumption volume increased with a CAGR of 1.0% between 2019-24, reaching a total of 1,114.3 million units in 2024.
- The German personal hygiene market experienced healthy 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. This was further supported by an increase in net household disposable income, which rose by 4.0% in 2024 compared with the previous year, as per Eurostat.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the personal hygiene market

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in Germany

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Germany
- 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 Germany personal hygiene market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Germany personal hygiene market by value in 2024?
- What will be the size of the Germany personal hygiene market in 2029?
- What factors are affecting the strength of competition in the Germany personal hygiene market?
- How has the market performed over the last five years?
- How large is Germany's personal hygiene market in relation to its regional counterparts?

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