

India Feminine Hygiene Market 2017 Share, Trend, Segmentation and Forecast

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This report covers a detailed insight of the feminine hygiene market in India. The report covers Indian feminine hygiene market's detailed segmental analysis with the value analysis. It also includes the leading companies that are involved in the manufacturing of the various feminine hygiene products. Moreover, the report also gives an idea on the product-variant and pricing analysis of each of the product available in the sanitary napkin, panty-liner and tampon market. Feminine hygiene category is one of the developing markets in FMCG industry of India. The market is segmented mainly into sanitary napkin, panty-liner, tampon and others. Other products include internal cleansers & sprays, disposable razors & blades, etc. Rapid urbanization, growing middle class people, rising awareness, growing number of working women and the increasing availability of products like sanitary napkins have been the major growth drivers for feminine hygiene products in India.

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India feminine hygiene market grew with a CAGR of more than 15% in the period of last five years from 2010 to 2015. In the current scenario, sanitary napkin segment is generating majority of revenue within feminine hygiene market. Sanitary napkins are available in various variants which is suitable for day and night usage. The thickness and size of napkin varies in all the variants, and ultra thin sanitary napkins are greatly accepted among urban girls. However, the category showcases low penetration and low consumption level in India as compared to other nations. Panty-liner and tampon are comparatively new categories for Indian women consumers, where the consumption level is extremely low. Other products like internal cleansers & spray and disposable razors & blades are also an untapped market in India.

According to "India Feminine Hygiene Market Overview", the Indian feminine hygiene market is less penetrated and dimly competitive. Few international companies are present in the Indian market and making efforts to develop the market. As people are shifting more towards the hygiene side, existing players are offering and promoting the products on the basis of hygiene. Women health concerns because of improper management while menstruation period have always been a major concern to the Indian consumers and so the manufacturers are trying to market the product with the same aspect. Manufacturers are promoting these products by celebrity endorsements, promotional activities in various events and awareness campaigns to make the consumers aware about the new products and variants. P&G, Johnson & Johnson, Unicharm India, Kimberly-Clark, etc. are some of the leading companies that are operating in the Indian market. Whisper is leading and one of the trusted brands in sanitary napkins market. In many parts of India, affordability of sanitary napkins is still a major

concern as rural Indian women's cannot afford such products due to its high prices. Women use cotton cloth as it has been traditionally used among millions of women.

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Some Major Points from Table of content:

Report Methodology

2. Executive Summary

3. Global Female Population Scenario

4. Global Feminine Hygiene Market Outlook

4.1. Market Size By Value

4.2. Market Share

4.2.1. By Region

4.2.2. By Segment

4.3. Global Sanitary Napkin Market Outlook (Size & Forecast)

4.4. Global Panty-liner Market Outlook (Size & Forecast)

4.5. Global Tampon Market Outlook (Size & Forecast)

5. India Female Population Scenario

6. India Feminine Hygiene Market Outlook

6.1. Market Size By Value

6.2. Market Share By Segment

6.3. India Sanitary Napkin Market Outlook

6.3.1. Market Size By Value

6.3.2. Market Share

6.3.2.1. By Brand

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Some Major Points from List of Figure:

Figure-1: Global Feminine Hygiene Market Size – By Value 2010 – 2015 (USD Billion)

Figure-2: Global Feminine Hygiene Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-3: Global Feminine Hygiene Market Share – By Region 2015 & 2021F

Figure-4: Global Feminine Hygiene Market Share – By Segment 2015 & 2021F

Figure-5: Global Sanitary Napkins Market Size – By Value 2010 – 2015 (USD Billion)

Figure-6: Global Sanitary Napkins Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-7: Global Panty-liner Market Size – By Value 2010 – 2015 (USD Billion)

Figure-8: Global Panty-liner Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-9: Global Tampons Market Size – By Value 2010 – 2015 (USD Billion)

Figure-10: Global Tampons Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-11: India Feminine Hygiene Market Size – By Value 2010 – 2015 (INR Crore)

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Contact Us For more information:

Norah Trent

+1 646 845 9349 / +44 208 133 9349

sales@wiseguyreports.com

Follow on LinkedIn: <https://www.linkedin.com/company/wise-guy-research-consultants-pvt-ltd-?trk=biz-companies-cym>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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