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Market Research Report on FEMININE HYGIENE PRODUCTS (Sanitary Napkins & Pads) in India Opportunities, Demand Analysis, Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017

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About the Book

The Market Research Report on FEMININE HYGIENE PRODUCTS (Sanitary Napkins & Pads) in India-Opportunities, Demand Analysis, Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis on the sanitary napkin industry in India. The report provides sector analysis along with the technical textile sector segmentation and sanitary pad industry classification. The report aims at establishing a detailed study on the current and future prospects of sanitary napkins in India. It entails details like opportunities and challenges faced by the sector, a meticulous demand analysis of the product along with its foreign trade, market sizing, comparative analysis of key players, outlook and forecasts of important numbers for the next 5 years. The industry is dominated by MNC's like P&G Hygiene and Healthcare Ltd (PGHHL) and Johnson & Johnson Ltd leaving very little scope for the other players to operate. It also provides profiles of the above mentioned players along with Kimberly Clark Lever Ltd, a JV between Kimberly Clark Corporation and Hindustan Unilever Ltd.
The report provides analysis of the opportunities that are present for the sanitary pads/feminine hygiene sector in India along with the challenges faced by the segment. Rising awareness among Indian women about menstrual hygiene is the biggest opportunity for the sector to reckon. As women literacy rates in India rises, the awareness and importance of feminine hygiene products is bound to rise. The report gives graphical representation of all the relevant data in opportunities for the sector. Growing share of women population in Indian population distribution coupled with rising urbanization and disposable incomes with population are anticipated to drive the growth of sanitary napkins in India. The challenges identified by the report are issue of sanitary waste disposal and feminine hygiene still being a taboo in the nation.
The next segment of the report includes exhaustive study on the market potential of sanitary napkins in India. The segment aims at providing market size of the sector along with forecasts, sensitivity analysis of sanitary napkin consumption by Indian women at various penetration levels and enumeration of new players entering the industry attracted by its high growth rates. It also elucidates import export numbers of sanitary napkins for the past 5 years. Further the report elaborates on key player data like key player profiles, Herfindahl-Hirschman Index (market share of players) and comparative analysis of two lead players in the industry-PGHHL and Johnson & Johnson Ltd. It compares the two companies' performance in the feminine hygiene

segment and provides details like sanitary napkin brands owned by the companies, segment volume trend, segment sales and sales contribution over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the sanitary napkin segment. It covers contact information like address of registered office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios.
The industry, as we anticipate, has all the triggers in place to experience explosive growth. It has already been growing at the rate of ~21% in the past and we estimate it to grow at 25% in the near future. The growth in the sanitary napkin consumption will be harnessed by factors like growing awareness among Indian women about feminine hygiene, availability of low cost sanitary napkins in the market as well as rising women population in our country. Escalating disposable incomes will also make sanitary napkins more affordable and will contribute in augmenting its usage. We anticipate the industry to grow to INR 45.9 billion by 2017.

Reasons for Buying this Report:
• This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure, classification and opportunities for the sector
• This report helps to understand the present status of the industry by providing a scrutiny of the demand situation with forecasts
• Report provides analysis and in-depth financial comparison of major players/competitors
• The report provides in-depth analysis of the two major players of the segment- PGHHL and Johnson & Johnson Ltd, which will help highlight the performance of the companies in the feminine hygiene segment
• The report provides forecasts of key parameters which helps to anticipate the industry performance
Our Approach:
• Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
• The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
• We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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