

EXECUTIVE SUMMARY

The first chapter explains the objectives of this market research project and introduces the overall background of why Tredegar Film Products needs to formulate a new market strategy.

The second chapter reviews the main concepts and theories relating to market strategy.

Chapter 3 introduces how the data have been collected through a questionnaire survey and how the survey was structured.

Chapter 4 highlights the current status of the feminine napkin market, the feminine napkin manufacturing industry and the market size for formed film topsheet materials.

Chapter 5 analyzes the remote and the industry environments. Though the GDP growth rate has been declining, the individual income level for Chinese citizen has been increasing steadily, the market for disposable hygiene products is getting more and more mature, so it gives formed film topsheet materials a very good market opportunity.

Chapter 6 is the detail analysis of topsheet market in China based on the survey results. Feminine napkin manufacturing companies in China are mainly middle-to-small size private owned or foreign invested companies, and non-woven topsheet still dominates the market. Market share for formed film topsheet is about 25% and it is increasing steadily.

Chapter 7 summarizes the research result and gives recommendations on how Tredegar should decide its new market strategy in China.