

# **Menstrual Cup Market by Product Type (Disposable and Reusable), Material (Medical Grade Silicone, Natural Rubber, and Thermoplastic Elastomer), and Distribution Channel (Online Stores and Pharmacies & Retail Stores): Global Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

The global menstrual cup market accounted for around \$632 million in 2018 and is expected to reach \$963 million by 2026, registering a CAGR of 5.3% from 2019 to 2026. A menstrual cup is a feminine hygiene product that are used during menstruation. It is inserted into the vagina and one can keep it inside for maximum 12 hours. Its purpose is to prevent menstrual blood from leaking onto the clothes. It is made up of either latex, silicone, or thermoplastic elastomer. Silicon and thermoplastic elastomer are hypoallergic which means that the wearer can be safe from unwanted irritation and allergies. The menstrual cups are available in a smaller and a larger size, where smaller size is recommended for women under 30 (who have not given birth vaginally) and the larger size is recommended for women who are over 30 (have given birth vaginally or have a heavy flow).

The menstrual cup market is expected to witness significant growth during the forecast period due to the factors such as rise in demand & increase in awareness for advanced feminine hygiene products. Moreover, menstrual cups also help prevent odor, hold more blood than pads or tampon, and are more hygienic as compared to the pads and tampons. These menstrual cups are made up of the medically graded researched material making them safe to be inserted into the body. However, the menstrual cups can be messier to use, and hard to insert & remove. Sometimes menstrual cups can also cause allergic reaction, which hinders the growth of the menstrual cup market.

However, increase in focus on product innovation for feminine hygiene products and emphasizing on production of menstrual cup made from organic and biodegradable materials can help open new avenues for the growth of menstrual cup market.

The global menstrual cup market is segmented based on product type, material type, and end user. Based on product type, the market is bifurcated into disposable and reusable menstrual cup. Based on material type, the market is classified into medical grade silicone, natural gum rubber (latex) and thermoplastic elastomer (TPE). Based on distribution channel, the market is categorized into online stores and pharmacies & retail stores. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## KEY BENEFITS FOR STAKEHOLDERS

This report highlights the market dynamics to understand the global Menstrual Cup market and capitalize on the prevailing opportunities.

Quantitative analysis of the current market and forecasts would assist stakeholders to design business strategies accordingly.

Porter's five forces analysis examines the competitive market structure and provides a deeper understanding of the influencing factors for entry and expansion.

Pin-point analysis of geographical segments offers identification of most profitable segments to capitalize on.

## KEY MARKET SEGMENTS

By Product Type

Disposable

Reusable

By Material Type

Medical Grade Silicone

Natural Rubber

Thermoplastic Elastomer

By Distribution Channel

Online Stores

Pharmacies & Retail Stores

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Spain

Italy

UK

Rest of Europe

Asia-Pacific

Australia

Japan

India

China

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

## KEY MARKET PLAYERS

Blossom Cup

Diva International Inc.

Fleurcup

Intimina

Jaguara, s.r.o.

Lune Group Oy Ltd.

Lena Cup

Mooncup Ltd.

Me Luna GmbH

Saalt, LLC, Sterne (Si-Line)

The Flex Company

Yuuki Company s.r.o.

The other players in the value chain (not profiled in the report) include,

Lunette

The Keeper, Inc.

FEMCAP

Anigan

Vcup, and among others

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Secondary research
  - 1.4.2.Primary research
  - 1.4.3.Analyst tools & models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.1.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
  - 3.2.1.Top investment pockets
- 3.3.Key forces shaping menstrual cup market
- 3.4.Top player positioning
- 3.5.Market dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Increase in awareness about the available options in feminine hygiene products
    - 3.5.1.2.Availability of different cups and sizes
    - 3.5.1.3.Benefits of menstrual cups over sanitary pads and tampons
  - 3.5.2.Restraints
    - 3.5.2.1.Availability of substitutes and cost of menstrual cups
    - 3.5.2.2.Cultural resistance and limited level of acceptance of the sanitary protections
  - 3.5.3.Opportunity
    - 3.5.3.1.Untapped opportunities in developing countries

### CHAPTER 4:MENSTRUAL CUP MARKET, BY PRODUCT TYPE

- 4.1.Overview
  - 4.1.1.Market size and forecast

#### 4.2.Disposable

4.2.1.Key market trends and opportunities

4.2.2.Market size and forecast

4.2.3.Market analysis, by country

#### 4.3.Reusable

4.3.1.Key market trends and opportunities

4.3.2.Market size and forecast

4.3.3.Market analysis, by country

### **CHAPTER 5: MENSTRUAL CUP MARKET, BY MATERIAL TYPE**

#### 5.1.Overview

5.1.1.Market size and forecast

#### 5.2.Medical grade silicones

5.2.1.Market size and forecast

5.2.2.Market analysis, by country

#### 5.3.Natural gum rubber (Latex)

5.3.1.Market size and forecast

5.3.2.Market analysis, by country

#### 5.4.Thermoplastic elastomer (TPE)

5.4.1.Market size and forecast

5.4.2.Market analysis, by country

### **CHAPTER 6: MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL**

#### 6.1.Overview

6.1.1.Market size and forecast

#### 6.2.Online stores

6.2.1.Market size and forecast

6.2.2.Market analysis, by country

#### 6.3.Pharmacies & retail stores

6.3.1.Market size and forecast

6.3.2.Market analysis, by country

### **CHAPTER 7: MENSTRUAL CUP MARKET, BY REGION**

#### 7.1.Overview

7.1.1.Market size and forecast

#### 7.2.North America

- 7.2.1.Key market trends and opportunities
- 7.2.2.North America market size and forecast, by country
  - 7.2.2.1.U.S. market size and forecast, by product type
  - 7.2.2.2.U.S. market size and forecast, by material type
  - 7.2.2.3.U.S. market size and forecast, by distribution channel
  - 7.2.2.4.Canada market size and forecast, by product type
  - 7.2.2.5.Canada market size and forecast, by material type
  - 7.2.2.6.Canada market size and forecast, by distribution channel
  - 7.2.2.7.Mexico market size and forecast, by product type
  - 7.2.2.8.Mexico market size and forecast, by material type
  - 7.2.2.9.Mexico market size and forecast, by distribution channel
- 7.2.3.North America market size and forecast, by product type
- 7.2.4.North America market size and forecast, by material type
- 7.2.5.North America market size and forecast, by distribution channel
- 7.3.Europe
  - 7.3.1.Key market trends and opportunities
  - 7.3.2.Europe market size and forecast, by country
    - 7.3.2.1.Germany market size and forecast, by product type
    - 7.3.2.2.Germany market size and forecast, by material type
    - 7.3.2.3.Germany market size and forecast, by distribution channel
    - 7.3.2.4.France market size and forecast, by product type
    - 7.3.2.5.France market size and forecast, by material type
    - 7.3.2.6.France market size and forecast, by distribution channel
    - 7.3.2.7.UK market size and forecast, by product type
    - 7.3.2.8.UK market size and forecast, by material type
    - 7.3.2.9.UK market size and forecast, by distribution channel
    - 7.3.2.10.Italy market size and forecast, by product type
    - 7.3.2.11.Italy market size and forecast, by material type
    - 7.3.2.12.Italy market size and forecast, by distribution channel
    - 7.3.2.13.Russia market size and forecast, by product type
    - 7.3.2.14.Russia market size and forecast, by material type
    - 7.3.2.15.Russia market size and forecast, by distribution channel
    - 7.3.2.16.Poland market size and forecast, by product type
    - 7.3.2.17.Poland market size and forecast, by material type
    - 7.3.2.18.Poland market size and forecast, by distribution channel
    - 7.3.2.19.Czech Republic market size and forecast, by product type
    - 7.3.2.20.Czech Republic market size and forecast, by material type
    - 7.3.2.21.Czech Republic market size and forecast, by distribution channel
    - 7.3.2.22.Rest of Western Europe market size and forecast, by product type



- 7.3.2.23. Rest of Western Europe market size and forecast, by material type
- 7.3.2.24. Rest of Western Europe market size and forecast, by distribution channel
- 7.3.2.25. Rest of Eastern Europe market size and forecast, by product type
- 7.3.2.26. Rest of Eastern Europe market size and forecast, by material type
- 7.3.2.27. Rest of Eastern Europe market size and forecast, by distribution channel
- 7.3.3. Europe market size and forecast, by product type
- 7.3.4. Europe market size and forecast, by material type
- 7.3.5. Europe market size and forecast, by distribution channel
- 7.4. Asia-Pacific
  - 7.4.1. Key market trends and opportunities
  - 7.4.2. Asia-Pacific size and forecast, by country
    - 7.4.2.1. Japan market size and forecast, by product type
    - 7.4.2.2. Japan market size and forecast, by material type
    - 7.4.2.3. Japan market size and forecast, by distribution channel
    - 7.4.2.4. China market size and forecast, by product type
    - 7.4.2.5. China market size and forecast, by material type
    - 7.4.2.6. China market size and forecast, by distribution channel
    - 7.4.2.7. India market size and forecast, by product type
    - 7.4.2.8. India market size and forecast, by material type
    - 7.4.2.9. India market size and forecast, by distribution channel
    - 7.4.2.10. Australia market size and forecast, by product type
    - 7.4.2.11. Australia market size and forecast, by material type
    - 7.4.2.12. Australia market size and forecast, by distribution channel
    - 7.4.2.13. Rest of Asia-Pacific size and forecast, by product type
    - 7.4.2.14. Rest of Asia-Pacific size and forecast, by material type
    - 7.4.2.15. Rest of Asia-Pacific size and forecast, by distribution channel
  - 7.4.3. Asia-Pacific size and forecast, by product type
  - 7.4.4. Asia-Pacific size and forecast, by material type
  - 7.4.5. Asia-Pacific size and forecast, by distribution channel
- 7.5. LAMEA
  - 7.5.1. Key market trends and opportunities
  - 7.5.2. LAMEA market size and forecast, by country
    - 7.5.2.1. Brazil market size and forecast, by product type
    - 7.5.2.2. Brazil market size and forecast, by material type
    - 7.5.2.3. Brazil market size and forecast, by distribution channel
    - 7.5.2.4. Saudi Arabia market size and forecast, by product type
    - 7.5.2.5. Saudi Arabia market size and forecast, by material type
    - 7.5.2.6. Saudi Arabia market size and forecast, by distribution channel
    - 7.5.2.7. South Africa market size and forecast, by product type

- 7.5.2.8.South Africa market size and forecast, by material type
- 7.5.2.9.South Africa market size and forecast, by distribution channel
- 7.5.2.10.Rest of LAMEA market size and forecast, by product type
- 7.5.2.11.Rest of LAMEA market size and forecast, by material type
- 7.5.2.12.Rest of LAMEA market size and forecast, by distribution channel
- 7.5.3.LAMEA market size and forecast, by product type
- 7.5.4.LAMEA market size and forecast, by material type
- 7.5.5.LAMEA market size and forecast, by distribution channel

## **CHAPTER 8:COMPANY PROFILES**

### **8.1.BLOSSOM CUP**

- 8.1.1.Company overview
- 8.1.2.Company snapshot
- 8.1.3.Product portfolio

### **8.2.DIVA INTERNATIONAL INC.**

- 8.2.1.Company overview
- 8.2.2.Company snapshot
- 8.2.3.Operating business segments
- 8.2.4.Product portfolio

### **8.3.FLEURCUP**

- 8.3.1.Company overview
- 8.3.2.Company snapshot
- 8.3.3.Product portfolio

### **8.4.INTIMINA**

- 8.4.1.Company overview
- 8.4.2.Company snapshot
- 8.4.3.Operating business segments
- 8.4.4.Product portfolio

### **8.5.JAGUARA, S.R.O.**

- 8.5.1.Company overview
- 8.5.2.Company snapshot
- 8.5.3.Operating business segments
- 8.5.4.Product portfolio

### **8.6.LUNE GROUP OY LTD.**

- 8.6.1.Company overview
- 8.6.2.Company snapshot
- 8.6.3.Product portfolio

### **8.7.LENA CUP**

- 8.7.1. Company overview
- 8.7.2. Company snapshot
- 8.7.3. Product portfolio
- 8.8. MOONCUP LTD.
  - 8.8.1. Company overview
  - 8.8.2. Company snapshot
  - 8.8.3. Product portfolio
- 8.9. ME LUNA GmbH
  - 8.9.1. Company overview
  - 8.9.2. Company snapshot
  - 8.9.3. Product portfolio
- 8.10. SAALT, LLC
  - 8.10.1. Company overview
  - 8.10.2. Company snapshot
  - 8.10.3. Product portfolio
- 8.11. STERNE (SI-LINE)
  - 8.11.1. Company overview
  - 8.11.2. Company snapshot
  - 8.11.3. Product portfolio
- 8.12. THE FLEX COMPANY
  - 8.12.1. Company overview
  - 8.12.2. Company snapshot
  - 8.12.3. Operating business segments
  - 8.12.4. Product portfolio
  - 8.12.5. Key strategic moves and developments
- 8.13. YUUKI COMPANY S.R.O.
  - 8.13.1. Company overview
  - 8.13.2. Company snapshot
  - 8.13.3. Product portfolio?

## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026 (\$MILLION)

TABLE 02.DISPOSABLE MENSTRUAL CUP MARKET, BY REGION, 2018–2026 (\$MILLION)

TABLE 03.REUSABLE MENSTRUAL CUP MARKET, BY REGION, 2018–2026 (\$MILLION)

TABLE 04.GLOBAL MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 05.MENSTRUAL CUP MARKET FOR MEDICAL GRADE SILICONE, BY REGION, 2018–2026, (\$MILLION)

TABLE 06.MENSTRUAL CUP MARKET FOR NATURAL GUM RUBBER (LATEX), BY REGION, 2018–2026, (\$MILLION)

TABLE 07.MENSTRUAL CUP MARKET FOR THERMOPLASTIC ELASTOMER (TPE), BY REGION, 2018–2026, (\$MILLION)

TABLE 08.GLOBAL MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026 (\$MILLION)

TABLE 09.MENSTRUAL CUP MARKET FOR ONLINE STORES, BY REGION, 2018–2026 (\$MILLION)

TABLE 10.MENSTRUAL CUP MARKET FOR PHARMACIES & RETAIL STORES, BY REGION, 2018–2026 (\$MILLION)

TABLE 11.MENSTRUAL CUP MARKET, BY REGION, 2018–2026, (\$MILLION)

TABLE 12.NORTH AMERICA MENSTRUAL CUP MARKET, BY COUNTRY, 2018–2026, (\$MILLION)

TABLE 13.U.S. MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 14.U.S. MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 15.U.S. MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 16.CANADA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 17.CANADA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 18.CANADA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 19.MEXICO MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 20.MEXICO MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 21.MEXICO MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 22.NORTH AMERICA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 23.NORTH AMERICA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 24.NORTH AMERICA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 25.EUROPE MENSTRUAL CUP MARKET, BY COUNTRY, 2018–2026, (\$MILLION)

TABLE 26.GERMANY MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 27.GERMANY MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 28.GERMANY MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 29.FRANCE MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 30.FRANCE MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 31.FRANCE MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 32.UK MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 33.UK MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 34.UK MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 35.ITALY MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 36.ITALY MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 37.ITALY MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 38.RUSSIA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026,

(\$MILLION)

TABLE 39.RUSSIA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026,  
(\$MILLION)

TABLE 40.RUSSIA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL,  
2018–2026, (\$MILLION)

TABLE 41.POLAND MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026,  
(\$MILLION)

TABLE 42.POLAND MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026,  
(\$MILLION)

TABLE 43.POLAND MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL,  
2018–2026, (\$MILLION)

TABLE 44.CZECH REPUBLIC MENSTRUAL CUP MARKET, BY PRODUCT TYPE,  
2018–2026, (\$MILLION)

TABLE 45.CZECH REPUBLIC MENSTRUAL CUP MARKET, BY MATERIAL TYPE,  
2018–2026, (\$MILLION)

TABLE 46.CZECH REPUBLIC MENSTRUAL CUP MARKET, BY DISTRIBUTION  
CHANNEL, 2018–2026, (\$MILLION)

TABLE 47.REST OF WESTERN EUROPE MENSTRUAL CUP MARKET, BY  
PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 48.REST OF WESTERN EUROPE MENSTRUAL CUP MARKET, BY  
MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 49.REST OF WESTERN EUROPE MENSTRUAL CUP MARKET, BY  
DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 50.REST OF EASTERN EUROPE MENSTRUAL CUP MARKET, BY  
PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 51.REST OF EASTERN EUROPE MENSTRUAL CUP MARKET, BY  
MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 52.REST OF EASTERN EUROPE MENSTRUAL CUP MARKET, BY  
DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 53.EUROPE MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026,  
(\$MILLION)

TABLE 54.EUROPE MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026,  
(\$MILLION)

TABLE 55.EUROPE MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL,  
2018–2026, (\$MILLION)

TABLE 56.ASIA-PACIFIC MENSTRUAL CUP MARKET, BY COUNTRY, 2018–2026,  
(\$MILLION)

TABLE 57.JAPAN MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026,  
(\$MILLION)

TABLE 58. JAPAN MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 59. JAPAN MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 60. CHINA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 61. CHINA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 62. CHINA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 63. INDIA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 64. INDIA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 65. INDIA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 66. AUSTRALIA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 67. AUSTRALIA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 68. AUSTRALIA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 69. REST OF ASIA-PACIFIC MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 70. REST OF ASIA-PACIFIC MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 71. REST OF ASIA-PACIFIC MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 72. ASIA-PACIFIC MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 73. ASIA-PACIFIC MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 74. ASIA-PACIFIC MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 75. LAMEA MENSTRUAL CUP MARKET, BY COUNTRY, 2018–2026, (\$MILLION)

TABLE 76. BRAZIL MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 77. BRAZIL MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026,

(\$MILLION)

TABLE 78.BRAZIL MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 79.SAUDI ARABIA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 80.SAUDI ARABIA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 81.SAUDI ARABIA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 82.SOUTH AFRICA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 83.SOUTH AFRICA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 84.SOUTH AFRICA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 85.REST OF LAMEA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 86.REST OF LAMEA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 87.REST OF LAMEA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 88.LAMEA MENSTRUAL CUP MARKET, BY PRODUCT TYPE, 2018–2026, (\$MILLION)

TABLE 89.LAMEA MENSTRUAL CUP MARKET, BY MATERIAL TYPE, 2018–2026, (\$MILLION)

TABLE 90.LAMEA MENSTRUAL CUP MARKET, BY DISTRIBUTION CHANNEL, 2018–2026, (\$MILLION)

TABLE 91.BLOSSOM CUP: COMPANY SNAPSHOT

TABLE 92.BLOSSOM CUP: PRODUCT PORTFOLIO

TABLE 93.DIVA: COMPANY SNAPSHOT

TABLE 94.DIVA: OPERATING SEGMENTS

TABLE 95.DIVA: PRODUCT PORTFOLIO

TABLE 96.FLEURCUP: COMPANY SNAPSHOT

TABLE 97.FLEURCUP: PRODUCT PORTFOLIO

TABLE 98.INTIMINA: COMPANY SNAPSHOT

TABLE 99.INTIMINA: OPERATING SEGMENTS

TABLE 100.INTIMINA: PRODUCT PORTFOLIO

TABLE 101.JAGUARA: COMPANY SNAPSHOT

TABLE 102.JAGUARA: OPERATING SEGMENTS



TABLE 103.JAGUARA: PRODUCT PORTFOLIO  
TABLE 104.LUNETTE: COMPANY SNAPSHOT  
TABLE 105.LUNETTE: PRODUCT PORTFOLIO  
TABLE 106.LENA: COMPANY SNAPSHOT  
TABLE 107.LENA: PRODUCT PORTFOLIO  
TABLE 108.MOONCUP: COMPANY SNAPSHOT  
TABLE 109.MOONCUP: PRODUCT PORTFOLIO  
TABLE 110.ME LUNA: COMPANY SNAPSHOT  
TABLE 111.ME LUNA: PRODUCT PORTFOLIO  
TABLE 112.SAALT: COMPANY SNAPSHOT  
TABLE 113.SAALT: PRODUCT PORTFOLIO  
TABLE 114.STERNE: COMPANY SNAPSHOT  
TABLE 115.STERNE: PRODUCT PORTFOLIO  
TABLE 116.THE FLEX COMPANY: COMPANY SNAPSHOT  
TABLE 117.THE FLEX COMPANY: PRODUCT SEGMENTS  
TABLE 118.THE FLEX COMPANY: PRODUCT PORTFOLIO  
TABLE 119.YUUKI: COMPANY SNAPSHOT  
TABLE 120.YUUKI: PRODUCT PORTFOLIO?

## List Of Figures

### LIST OF FIGURES

FIGURE 01.TOP INVESTMENT POCKETS, 2018

FIGURE 02.LOW BARGAINING POWER OF SUPPLIERS

FIGURE 03.MODERATE BARGAINING POWER OF BUYERS

FIGURE 04.HIGH THREAT OF SUBSTITUTION

FIGURE 05.MODERATE THREAT OF NEW ENTRANT

FIGURE 06.MODERATE COMPETITIVE RIVALRY

FIGURE 07.GLOBAL MENSTRUAL CUP MARKET, TOP PLAYER POSITIONING, 2018

FIGURE 08.COMPARATIVE SHARE ANALYSIS OF DISPOSABLE MENSTRUAL CUP MARKET BY COUNTRY, 2018 & 2026 (%)

FIGURE 09.COMPARATIVE SHARE ANALYSIS OF REUSABLE MENSTRUAL CUP MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 10.COMPARATIVE SHARE ANALYSIS OF GLOBAL MENSTRUAL CUP FOR MEDICAL GRADE SILICONE, BY COUNTRY, 2018 & 2026 (%)

FIGURE 11.COMPARATIVE SHARE ANALYSIS OF GLOBAL MENSTRUAL CUP MARKET FOR NATURAL GUM RUBBER (LATEX), BY COUNTRY, 2018 & 2026 (%)

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF GLOBAL MENSTRUAL CUP MARKET FOR THERMOPLASTIC ELASTOMER (TPE), BY COUNTRY, 2018 & 2026 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF GLOBAL MENSTRUAL CUP MARKET FOR ONLINE STORES, BY COUNTRY, 2018 & 2026 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF GLOBAL MENSTRUAL CUP MARKET FOR PHARMACIES & RETAIL STORES, BY COUNTRY, 2018 & 2026 (%)

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