

# **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

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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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