

North America and Europe 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): Opportunity Analysis and Industry Forecast, 2019–2026

https://marketpublishers.com/r/NC2C4A575AFDEN.html

Date: April 2020

Pages: 143

Price: US\$ 4,296.00 (Single User License)

ID: NC2C4A575AFDEN

Abstracts

The North America and Europe menstrual cup market accounted for around \$542 million in 2018 and is expected to reach \$811 million by 2026, registering a CAGR of 5.1% from 2019 to 2026.

A menstrual cup is a feminine hygiene product that is 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 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 an 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 North America and Europe 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 and Europe.

Major key players operating in menstrual cup market are 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, and Yuuki Company s.r.o. The other players in the value chain (not profiled in the report) includeLunette, The Keeper, Inc., FEMCAP, Anigan, Vcup, and among others.

KEY BENEFITS FOR STAKEHOLDERS

This report highlights the market dynamics to understand the North America and Europe 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		
Silicon		
Natural Gum Rubber (Latex)		
Thermoplastic Elastomer (TPE)		
By Distribution Channel		
Online stores		
Pharmacies & Retail Stores		
By Region		
North America		
U.S.		
Canada		
Mexico		
Europe		
Germany		
France		
UK		
Italy		



Ru	ussia
Po	oland
Cz	zech Republic
Re	est of Western Europe
Re	est of Eastern Europe
KEY MAR	RKET PLAYERS
BI	lossom Cup
Di	iva International Inc.
Flo	eurcup
Int	timina
Ja	aguara, s.r.o.
Lu	une Group Oy Ltd.
Le	ena Cup
Me	ooncup Ltd.
Me	e Luna GmbH
Sa	aalt, LLC
St	terne (Si-Line)
Th	ne Flex Company
Υι	uuki Company s.r.o.



The other players in the value chain (not profiled in the report)		
Lunette		
The Keeper, Inc.		
FEMCAP		
Anigan		

North America and EuropeNorth America and Europe

Vcup, and among others.



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