

# **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**

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## **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) include Lunette, 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

Russia

Poland

Czech Republic

Rest of Western Europe

Rest of Eastern Europe

## KEY MARKET PLAYERS

Blossom Cup

Diva International Inc.

Fleurocup

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)

Lunette

The Keeper, Inc.

FEMCAP

Anigan

Vcup, and among others.

North America and EuropeNorth America and Europe

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