

Tampon Market by Product (Radially Wound Pledget And Rectangular/Square Pad), Material (Cotton, Rayon, and Blended), and Distribution Channel (Online Stores and Pharmacy & Retail Stores): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The global tampon market accounted for around \$2,819.4 million in 2018 and is expected to reach \$4,055.5 million by 2026, registering a CAGR of 4.7% from 2019 to 2026. It is a female hygiene product, which is inserted into vagina during menstruation and helps in preventing menstrual blood from leaking into clothes. Once inserted correctly, a tampon is held in place and inflates as it soaks up the menstrual blood. Tampon are cylindrical in shape and mostly made of cotton, rayon, or blend of both. These can be inserted using a plastic or cardboard applicator or directly, without the use of an applicator. In addition, tampons are also available with fragrance or without fragrance options. Moreover, most women find tampons more comfortable to use than sanitary pads. Using tampons enable women to stay more active, without being concerned about these falling out of place. They provide numerous benefits such as one can swim using tampons, is not visible, has no odor, and is compact in size.

The tampon market is expected to witness a significant growth during the forecast period due to factors such as rise in demand and increase in awareness regarding advanced feminine hygiene products. Moreover, tampons also help prevent odor and are more comfortable and hygienic compared to pads. They are generally made up of medically researched material, which makes them safe to be inserted into the body. However, these can be messier to use and hard to insert or remove. Sometimes tampons can also cause allergic reactions, which hinders the growth of the tampon

market. However, increase in focus on innovations for feminine hygiene products and emphasis on production of tampons made from organic and biodegradable materials can help open new avenues for the growth of the market

The global tampon market is segmented on the basis of product, material, distribution channel and region. On the basis of product, it bifurcated into radially wound pledget and rectangular/square pad. On the basis of material, the market is classified into cotton, rayon, and blended. On the basis of distribution channel, the market is categorized into online stores and pharmacy & retail store. Region wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, Italy, Spain, the UK, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, Saudi Arabia, South Africa and rest of LAMEA).

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the market along with the current trends and future estimations to elucidate the imminent investment pockets.

It offers a quantitative analysis from 2018 to 2026, which is expected to enable the stakeholders to capitalize on prevailing market opportunities.

Comprehensive analysis of all geographical regions is provided to determine the prevailing opportunities.

Key players are profiled, and their strategies are analyzed thoroughly to understand the competitive outlook of the global market.

KEY MARKET SEGMENTS

By Product

Radially Wound Pledget

Rectangular/Square Pad

By Material

Tampon Market by Product (Radially Wound Pledget And Rectangular/Square Pad), Material (Cotton, Rayon, and Ble...

Cotton

Rayon

Blended

By Distribution Channel

Online Stores

Pharmacy/Pharmacy & retail store

LIST OF KEY PLAYERS PROFILED IN THE REPORT

Svenska CellulosaAktiebolaget (SCA)

Bodywise Ltd

Corman SpA

First Quality Enterprises Inc.

Procter and Gamble Co.

Kimberly-Clark Corporation

Edgewell Personal Care Company

Unicharm Corporation

Cohitech-Cotton High Tech, S.L

Kao Corporation

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