

Global Baby Care and Feminine Hygiene Market Size study & Forecast, by Type (Disposable Hygiene Products, Reusable Hygiene Products), by Product (Diapers, Sanitary Pads, Tampons and Menstrual Cups, Internal Cleaners and Hair Removers, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Baby Care and Feminine Hygiene Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Baby care and feminine hygiene products are two distinct categories of consumer goods that are designed to meet the needs of babies and women, respectively. The major driving factors for the Global Baby Care and Feminine Hygiene Products Market are increasing awareness about personal hygiene and health, rising disposable income and changing lifestyles and social norms. Moreover, advancements in product technology and government initiatives are creating lucrative growth opportunity for the market over the forecast period 2022-2029.

In 2019, the Indian government launched the Swachh Bharat Abhiyan (Clean India Mission) to promote cleanliness and hygiene across the country. The initiative includes a focus on improving access to feminine hygiene products in rural areas. Additionally, in 2020, the South African government launched the National Sanitary Dignity Implementation Framework to provide free sanitary products to girls and young women in schools across the country. Along with this, in 2021, the Australian government announced a \$13 million investment to improve access to feminine hygiene products in schools, prisons, and community organizations. However, the high cost of Baby Care and Feminine Hygiene stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Baby Care and Feminine Hygiene Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the largest market for baby care and feminine hygiene products due to the high per capita income and the high adoption rate of personal hygiene products in this region. The US is the largest market in North America due to the high demand for premium personal care products. Asia-Pacific is the fastest-growing market for baby care and feminine hygiene products due to the increasing population and rising disposable income in this region. The major markets in Asia-Pacific are China, Japan, India, and South Korea.

Major market player included in this report are:

Diva International Inc.

Edgewell Personal Care Co.

Essity

Hengan International Group Co. Ltd.

Johnson & Johnson

Kao Corp.

Kimberly-Clark Corp.

Lil-Lets UK Ltd.

Ontex

Procter & Gamble

Sanofi

Unicharm Corp.

Recent Developments in the Market:

In 2019, Procter & Gamble announced its 'Period Poverty' campaign, which aimed to provide free feminine hygiene products to girls and women in need. The company also launched a line of eco-friendly diaper products called 'Pampers Pure'.

In 2020, Essity launched a line of eco-friendly feminine hygiene products called 'Libresse Green' in response to consumer demand for sustainable personal care products. The company also acquired a US-based baby diaper brand called 'Bambo Nature' in 2021.

Global Baby Care and Feminine Hygiene Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Product, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Disposable Hygiene Products

Reusable Hygiene Products

By Product:

Diapers

Sanitary Pads

Tampons and Menstrual Cups

Internal Cleaners and Hair Removers

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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