

Global Feminine Hygiene Products Market Size study, by Distribution Channel (E-commerce, Department store, Convenience store, Retail pharmacies), by Nature (Disposable, Reusable), by Type (Sanitary napkins, Tampons , Panty liners, Menstrual cups), and Regional Forecasts 2021-2027

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Abstracts

Global Feminine Hygiene Products Market is valued approximately at USD 20.9 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6.0% over the forecast period 2021-2027. Feminine hygiene products are personal care products that are used during vaginal discharge, menstruation, and other related bodily functions. The global Feminine Hygiene Products market is being driven by increasing female population & rapid urbanization, rising female literacy and awareness of menstrual health & hygiene, rising disposable income of females and women empowerment. Furthermore, developing eco-friendly feminine hygiene products and growing opportunities in emerging countries, will provide new opportunities for the global Feminine Hygiene Products industry. For instance, from last decade, various global agencies and several organizations such as UNESCO and UNICEF have been actively participating in raising the level of literacy among young females in the region of developing countries and under-developed countries, as rising female literacy will reflect a positive impact in feminine health management. Additionally, UNICEF also views menstrual health and hygiene as a fundamental right of women and girls and hence is considered as a key objective in its Sustainable Development Goals (SDGs) for the year 2030. As a result, increased awareness among female literacy and awareness of menstrual health & hygiene, will serve as a catalyst for the Feminine Hygiene Products industry in the future. However, social stigma associated with menstruation and feminine hygiene products may impede the market growth over the forecast period of

2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key region considered for the regional analysis of global Feminine Hygiene Products Market. Rising female population in the key countries such as India and China makes the Asia Pacific the leading region across the world in terms of market share. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027 due to increase in disposable income and increase in rapid urbanization, and rapid awareness about menstrual hygiene management in the region.

Major market player included in this report are:

- Procter & Gamble
- Kimberly-Clark Corporation
- Johnson & Johnson
- Unicharm Corporation
- Essity aktiebolag (publ)
- Kao Corporation
- Daio Paper Corporation
- Ontex
- Hengan International Group Company Ltd.
- Premier FMCG

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 distribution channel:

- E-commerce
- Department store
- Convenience store
- Retail pharmacies

By Nature:

- Disposable
- Reusable

By Type:

Sanitary napkins
Tampons
Panty liners
Menstrual cups

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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Feminine Hygiene Products Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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