

# **Global Menstrual Cups Market Size Study & Forecast, by Type (Disposable, Reusable), by Material Type (Silicone, Latex, Thermoplastic Elastomer), by Distribution Channel (Hospital Pharmacies, Retail Pharmacies & Drug Stores, Online Pharmacies), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Menstrual Cups Market is valued at approximately USD 1.36 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.1% during the forecast period 2023-2030. Menstrual cups are reusable, bell-shaped devices made from materials such as silicone. They collect menstrual fluid in the vagina, offering a cost-effective and eco-friendly alternative to disposable pads and tampons. There is an increase in substantial adoption of menstrual cups attributed to their cost-effectiveness compared to traditional feminine hygiene products such as tampons and sanitary pads. Additionally, these cups are perceived as a safer alternative, reducing the risk of bacterial infection. The environmentally friendly nature of menstrual cups further contributes to their growing popularity, fostering market growth in the foreseeable future. Accordingly, the market growth is being driven by the factors such as growing awareness about the available options in feminine hygiene products, rising availability of different cups and sizes, and increasing benefits of menstrual cups over sanitary pads and tampons.

In addition, the increasing number of government initiatives is playing a significant role in the market demand across the globe. There has been a significant increase in government funding dedicated to female menstruation products, reflecting a global effort by regulatory bodies to ensure women's access to essential feminine hygiene items. This has prompted various campaigns and initiatives encouraging the adoption of

menstrual cups among women. For instance, the Karnataka state government, as reported by the Times of India, decided to distribute menstrual cups to all adolescent girls in government schools. Additionally, major companies are actively launching awareness campaigns, utilizing digital media platforms to reach a wider audience. For instance, in June 2023, Sirona Hygiene Private Limited initiated the ReuseKaroSaveKaro campaign, aiming to educate individuals about the importance of reusability and sustainability in menstrual care. The campaign promotes eco-friendly alternatives such as the Sirona Menstrual Cup. These government and private initiatives play a crucial role in raising awareness among women, positively impacting the market's growth over the estimated period. Moreover, the rising emphasis on the adoption of eco-friendly products, as well as growing awareness of menstrual health and sustainability present various lucrative opportunities over the forecast years. However, the availability of substitutes and cost of menstrual cups, along with cultural resistance and limited level of acceptance of sanitary protections are challenging the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Menstrual Cups Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rising focus on effective menstruation management and a rising preference for eco-friendly products. The market's expansion is further propelled by the wide range of available products, contributing to an increased adoption rate. Additionally, the region benefits from growing awareness among women, fostering a growing acceptance and utilization of these menstrual hygiene products. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecast years. The increased awareness of sustainable products, particularly following the COVID-19 pandemic is significantly propelling the market demand across the region. Moreover, the substantial number of initiatives spearheaded by government and non-profit organizations, aimed at distributing these products in developing nations such as India, further accelerates the adoption of such products in the region.

Major market players included in this report are:

Sirona Hygiene Private Limited (India)

Procter & Gamble (U.S.)

Mooncup Ltd (U.K.)

Redcliffe Hygiene Private Limited (India)

Diva International Inc. (Canada)

CS Technologies s.r.o. (Czech Republic)

Silky Cup (India)

Me Luna GmbH (Germany)

The Flex Company (U.S.)

Ruby Cup (U.K.)

#### Recent Developments in the Market:

In January 2023, HLL Lifecare Limited unveiled a significant development with the introduction of three distinct brands of menstrual cups tailored for women in both the Indian market and globally. The newly launched brands, namely "Thinkal," "Velvet," and "Cool Cup," represent the company's innovative contributions to the menstrual hygiene sector.

In August 2022, The Coupling Foundation revealed an initiative by introducing menstrual cup kits in South Africa. This endeavor aims to provide women and girls lacking access to quality sanitary products with a sustainable and practical solution for menstrual hygiene.

In March 2021, Essity Aktiebolag unveiled the introduction of the Libresse V-cup, an innovative addition to its expanding portfolio of sustainable products. This launch reflects the company's commitment to providing environmentally friendly solutions in the realm of menstrual hygiene.

#### Global Menstrual Cups Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Type, Material Type, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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

Reusable

By Material Type:

Silicone

Latex

Thermoplastic Elastomer

By Distribution Channel:

Hospital Pharmacies

Retail Pharmacies & Drug Stores

Online Pharmacies

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

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Rest of Middle East & Africa

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