

# **Global Menstrual Hygiene Management Market Size study & Forecast, by Product (Sanitary Pads, Tampons, Menstrual Cups, Panty Liners, Menstrual Underwear, Others) by Usability (Disposable, Reusable) by Distribution Channel (Retail Pharmacy, Hospital Pharmacy, E-commerce Channels, Brick & Mortar, Supermarket/Hypermarket) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Menstrual Hygiene Management 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. Menstrual Hygiene Management refers to the practices and facilities used to manage menstrual hygiene effectively and safely. It includes the use of clean menstrual products, appropriate sanitary materials to absorb or collect menstrual blood, and proper cleaning and disposal of used menstrual products. It also involves access to water, soap, and private and safe toilet facilities with the ability to wash and dry menstrual management materials. Poor menstrual hygiene practices can lead to infections, reproductive health problems, and social stigma, which can negatively affect the lives of women. The key factors driving the market growth is growing awareness of menstrual health and hygiene, rapid urbanization and growing literacy rate among women, and cohesive government initiatives towards menstrual hygiene is anticipated to create the lucrative demand for the market.

The rising government initiative for the spreading awareness about menstrual health and hygiene is anticipated to support the market growth during forecast period. For instance, in 2020, the Canadian government announced funding for projects aimed at

increasing access to menstrual products and reducing stigma around menstruation. Also, in 2020, the government of Ghana launched a campaign to educate girls and women about menstrual hygiene and provide free sanitary products to girls in schools. Additionally, emerging eco-friendly feminine hygiene products is anticipated to create the lucrative opportunity for the market during forecast period. However, the social stigma associated with menstruation and feminine hygiene products and impact of feminine hygiene products on the environment stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Menstrual Hygiene Management Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the dominating region across the world in terms of market share, owing to the due to the rising awareness among the people along with availability of diversified products and presence of key market players in the region. Whereas, Asia Pacific is also anticipated to exhibit highest growth rate over the forecast period, owing to factors such as growing female population, rising awareness about the menstruation and feminine hygiene products would create lucrative growth prospects for the Menstrual Hygiene Management market across Asia Pacific region.

Major market player included in this report are:

Johnson & Johnson Private Limited. (U.S.)  
Procter & Gamble (U.S.)  
Kimberly-Clark (U.S.)  
Essity Aktiebolag (publ) (Sweden)  
Kao Corporation (Japan)  
Daio Paper Corporation (Japan)  
Unicharm Corporation (Japan)  
Premier FMCG (South Africa)  
Ontex (Belgium)  
Hengan International Group Company Ltd. (China)

Recent Developments in the Market:

In May 2020, Ontex announced plans for a new manufacturing facility for personal hygiene products in Rockingham County, North Carolina. The start of production at the new location is anticipated for mid-2021.

Global Menstrual Hygiene Management 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 Product, Usability, Distribution Channel, 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 Product:

Sanitary Pads

Tampons

Menstrual Cups

Panty Liners

Menstrual Underwear

Others

By Usability:

Disposable

Reusable

By Distribution Channel:

Retail Pharmacy

Hospital Pharmacy

E-commerce Channels

Brick & Mortar

Supermarket/Hypermarket

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  
RoLA  
Rest of the World

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