

Global Period Panties Market Size study & Forecast, by Product (Brief, Bikini, Boyshort, Hi-waist, Others), by Distribution Channel (Offline, Online) and Regional Analysis, 2022-2029

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Abstracts

Global Period Panties Market is valued at approximately USD 88.48 million in 2021 and is anticipated to grow with a healthy growth rate of more than 17.40% over the forecast period 2022-2029. Period panties are majorly made of absorbent material which contains moisture-wicking fabric that is made of small filaments. Along with this, period panties help in trapping menstrual blood. The major driving factor for the Global Period Panties Market is rising awareness regarding menstruation hygiene. For instance, by working together with local authorities, communities, and educational institutions to conduct research and disseminate knowledge about menstruation, UNICEF has promoted good hygiene practises and helped to eliminate societal taboos.

According to the United States Department of Labor, there were 128.2 million working women in the United States in 2015, with 164.8 million predicted by 2026. Along with this, several manufacturers are starting the campaign, reaching out to more consumers, and boosting the market for period underwear. For instance, in May 2022, one of the top period underwear companies, Thinx, announced the beginning of the 'Wet Panties' campaign, which aimed to eradicate 'moist panties' from both a figurative and literal standpoint. Through this campaign, the company expanded their air collection, providing ultra-thin, micromesh underwear that is breathable, sweat-wicking, and built for dry, moisture-free days both during and between menstrual cycles. Along with this, growing population of working women is driving the growth of the market. Moreover, rising number of campaigns is creating lucrative growth opportunities for the market over the forecast period 2022-2029. However, these panties are not environment friendly which stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Period Panties Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of key market players such as Thinx, Inc., Saalt, LLC and Knix Wear, Inc. Along with this, strong demand for menstruation underwear is rising in the region which is further fueled by the high awareness of menstrual hygiene products in the area. Along with this, Asia Pacific is growing with the fastest CAGR over the forecast period owing to rising awareness for menstrual hygiene products and changing lifestyles.

Major market players included in this report are:

Neione

Ruby Love (PANTYPROP INC)

Proof

Knix Wear, Inc.

Rael

Saalt, LLC

Victoria's Secret

FANNYPANTS

The Period Company

Thinx, Inc. (Kimberly-Clark)

Recent Developments in the Market:

In March 2021, PUMA and Modibodi started a partnership and launched a range of activewear and leak-free period underwear, which was an initiative to support women's health.

In February 2022, Kimberly-Clark Corporation acquired Thinx, Inc. which produces reusable period underwear.

Global Period Panties 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, 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:

Brief

Bikini

Boyshort

Hi-waist

Others

By Distribution Channel:

Offline

Online

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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Million)
 - 1.2.1. Period Panties Market, by Region, 2019-2029 (USD Million)
 - 1.2.2. Period Panties Market, by Product, 2019-2029 (USD Million)
 - 1.2.3. Period Panties Market, by Distribution Channel, 2019-2029 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PERIOD PANTIES MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL PERIOD PANTIES MARKET DYNAMICS

- 3.1. Period Panties Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Regarding menstruation hygiene
 - 3.1.1.2. Growing women working population
 - 3.1.2. Market Challenges
 - 3.1.2.1. Period panties are not environment friendly
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising number of campaigns

CHAPTER 4. GLOBAL PERIOD PANTIES MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants

- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL PERIOD PANTIES MARKET, BY PRODUCT

- 6.1. Market Snapshot
- 6.2. Global Period Panties Market by Product, Performance - Potential Analysis
- 6.3. Global Period Panties Market Estimates & Forecasts by Product 2019-2029 (USD Million)
- 6.4. Period Panties Market, Sub Segment Analysis
 - 6.4.1. Brief
 - 6.4.2. Bikini
 - 6.4.3. Boyshort
 - 6.4.4. Hi-waist
 - 6.4.5. Others

CHAPTER 7. GLOBAL PERIOD PANTIES MARKET, BY DISTRIBUTION CHANNEL

- 7.1. Market Snapshot
- 7.2. Global Period Panties Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Period Panties Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Million)
- 7.4. Period Panties Market, Sub Segment Analysis

7.4.1. Offline

7.4.2. Online

CHAPTER 8. GLOBAL PERIOD PANTIES MARKET, REGIONAL ANALYSIS

8.1. Period Panties Market, Regional Market Snapshot

8.2. North America Period Panties Market

8.2.1. U.S. Period Panties Market

8.2.1.1. Product breakdown estimates & forecasts, 2019-2029

8.2.1.2. Distribution Channel breakdown estimates & forecasts, 2019-2029

8.2.2. Canada Period Panties Market

8.3. Europe Period Panties Market Snapshot

8.3.1. U.K. Period Panties Market

8.3.2. Germany Period Panties Market

8.3.3. France Period Panties Market

8.3.4. Spain Period Panties Market

8.3.5. Italy Period Panties Market

8.3.6. Rest of Europe Period Panties Market

8.4. Asia-Pacific Period Panties Market Snapshot

8.4.1. China Period Panties Market

8.4.2. India Period Panties Market

8.4.3. Japan Period Panties Market

8.4.4. Australia Period Panties Market

8.4.5. South Korea Period Panties Market

8.4.6. Rest of Asia Pacific Period Panties Market

8.5. Latin America Period Panties Market Snapshot

8.5.1. Brazil Period Panties Market

8.5.2. Mexico Period Panties Market

8.5.3. Rest of Latin America Period Panties Market

8.6. Rest of The World Period Panties Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Top Market Strategies

9.2. Company Profiles

9.2.1. Neione

9.2.1.1. Key Information

9.2.1.2. Overview

9.2.1.3. Financial (Subject to Data Availability)

- 9.2.1.4. Product Summary
- 9.2.1.5. Recent Developments
- 9.2.2. Ruby Love (PANTYPROP INC)
- 9.2.3. Proof
- 9.2.4. Knix Wear, Inc.
- 9.2.5. Rael
- 9.2.6. Saalt, LLC
- 9.2.7. Victoria's Secret
- 9.2.8. FANNYPANTS
- 9.2.9. The Period Company
- 9.2.10. Thinx, Inc. (Kimberly-Clark)

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Period Panties Market, report scope
TABLE 2. Global Period Panties Market estimates & forecasts by Region 2019-2029 (USD Million)
TABLE 3. Global Period Panties Market estimates & forecasts by Product 2019-2029 (USD Million)
TABLE 4. Global Period Panties Market estimates & forecasts by Distribution Channel 2019-2029 (USD Million)
TABLE 5. Global Period Panties Market by segment, estimates & forecasts, 2019-2029 (USD Million)
TABLE 6. Global Period Panties Market by region, estimates & forecasts, 2019-2029 (USD Million)
TABLE 7. Global Period Panties Market by segment, estimates & forecasts, 2019-2029 (USD Million)
TABLE 8. Global Period Panties Market by region, estimates & forecasts, 2019-2029 (USD Million)
TABLE 9. Global Period Panties Market by segment, estimates & forecasts, 2019-2029 (USD Million)
TABLE 10. Global Period Panties Market by region, estimates & forecasts, 2019-2029 (USD Million)
TABLE 11. Global Period Panties Market by segment, estimates & forecasts, 2019-2029 (USD Million)
TABLE 12. Global Period Panties Market by region, estimates & forecasts, 2019-2029 (USD Million)
TABLE 13. Global Period Panties Market by segment, estimates & forecasts, 2019-2029 (USD Million)
TABLE 14. Global Period Panties Market by region, estimates & forecasts, 2019-2029 (USD Million)
TABLE 15. U.S. Period Panties Market estimates & forecasts, 2019-2029 (USD Million)
TABLE 16. U.S. Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)
TABLE 17. U.S. Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)
TABLE 18. Canada Period Panties Market estimates & forecasts, 2019-2029 (USD Million)
TABLE 19. Canada Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 20. Canada Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 21. UK Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 22. UK Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 23. UK Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 24. Germany Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 25. Germany Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 26. Germany Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 27. France Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 28. France Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 29. France Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 30. Italy Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 31. Italy Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 32. Italy Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 33. Spain Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 34. Spain Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 35. Spain Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 36. RoE Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 37. RoE Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 38. RoE Period Panties Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 39. China Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 40. China Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 41. China Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 42. India Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 43. India Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 44. India Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 45. Japan Period Panties Market estimates & forecasts, 2019-2029 (USD

Million)

TABLE 46. Japan Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 47. Japan Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 48. South Korea Period Panties Market estimates & forecasts, 2019-2029 (USD

Million)

TABLE 49. South Korea Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 50. South Korea Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 51. Australia Period Panties Market estimates & forecasts, 2019-2029 (USD

Million)

TABLE 52. Australia Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 53. Australia Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 54. RoAPAC Period Panties Market estimates & forecasts, 2019-2029 (USD

Million)

TABLE 55. RoAPAC Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 56. RoAPAC Period Panties Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 57. Brazil Period Panties Market estimates & forecasts, 2019-2029 (USD

Million)

TABLE 58. Brazil Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 59. Brazil Period Panties Market estimates & forecasts by segment 2019-2029

(USD Million)

TABLE 60. Mexico Period Panties Market estimates & forecasts, 2019-2029 (USD

Million)

TABLE 61. Mexico Period Panties Market estimates & forecasts by segment 2019-2029
(USD Million)

TABLE 62. Mexico Period Panties Market estimates & forecasts by segment 2019-2029
(USD Million)

TABLE 63. RoLA Period Panties Market estimates & forecasts, 2019-2029 (USD
Million)

TABLE 64. RoLA Period Panties Market estimates & forecasts by segment 2019-2029
(USD Million)

TABLE 65. RoLA Period Panties Market estimates & forecasts by segment 2019-2029
(USD Million)

TABLE 66. Row Period Panties Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 67. Row Period Panties Market estimates & forecasts by segment 2019-2029
(USD Million)

TABLE 68. Row Period Panties Market estimates & forecasts by segment 2019-2029
(USD Million)

TABLE 69. List of secondary sources, used in the study of global Period Panties Market

TABLE 70. List of primary sources, used in the study of global Period Panties Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final
deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Period Panties Market, research methodology
 - FIG 2. Global Period Panties Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Period Panties Market, key trends 2021
 - FIG 5. Global Period Panties Market, growth prospects 2022-2029
 - FIG 6. Global Period Panties Market, porters 5 force model
 - FIG 7. Global Period Panties Market, pest analysis
 - FIG 8. Global Period Panties Market, value chain analysis
 - FIG 9. Global Period Panties Market by segment, 2019 & 2029 (USD Million)
 - FIG 10. Global Period Panties Market by segment, 2019 & 2029 (USD Million)
 - FIG 11. Global Period Panties Market by segment, 2019 & 2029 (USD Million)
 - FIG 12. Global Period Panties Market by segment, 2019 & 2029 (USD Million)
 - FIG 13. Global Period Panties Market by segment, 2019 & 2029 (USD Million)
 - FIG 14. Global Period Panties Market, regional snapshot 2019 & 2029
 - FIG 15. North America Period Panties Market 2019 & 2029 (USD Million)
 - FIG 16. Europe Period Panties Market 2019 & 2029 (USD Million)
 - FIG 17. Asia Pacific Period Panties Market 2019 & 2029 (USD Million)
 - FIG 18. Latin America Period Panties Market 2019 & 2029 (USD Million)
 - FIG 19. Global Period Panties Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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