

# **Global Reusable period panties Market Size study & Forecast, by Product (Bikini, Brief, Boyshort, Hi-waist Others), by Distribution Channel (Online and Offline) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Reusable period panties Market is valued approximately USD 96.34 million in 2022 and is anticipated to grow with a healthy growth rate of more than 17.7% over the forecast period 2023-2030. Reusable period panties are made up with special and comfortable Fabric specially In crotch area so that it can absorb the Mensuration Blood. It is leak proof and dry also it is good for environment and economical. The Reusable period panties market is expanding because of factors such as Increase in healthy and Sustainable Products. And these panties have leak proof fabric which makes it easy going and more comfortable to women in heavy days. However, Difficult to change and clean these panties may halt market growth. It's an oligopolistic market dominated by Modibodi, Proof and Pure Rosy. Around 800 million womens and girls mensurate that is 26% of global population and many of them are shifting to Reusable mensuration products because they are comfortable and it is economical, Reusable period pantie is one of those products.

According to zero waste Scotland in 2019 77% of people said that they switched to Reusable Mensuration Product because it is environment friendly and 50% said that they switched because it is economical and 38% said they are comfortable with these Reusable Mensuration Products such as reusable panties. Reusable products were also generally chosen by people for whom environmental issues were a higher priority. Their choice was described in relation to awareness of issues around single-use plastics and waste going to landfill. After conducting various questionnaires it was concluded that most of the women preferred Mensuration hygiene, which takes us back to reusable Mensuration products.

The key regions considered for the Global Reusable period panties Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. Some personal and practical factors such as reliability, comfort and hygiene were important to people for using these reusable products. This is a valuable finding to help encourage more people to change their behavior. Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising target populations, availability and affordability of these products can vary in this area which affects the growth of Reusable period panties Market.

Major market player included in this report are:

Modibodi

Proof Inc.

Pure Rosy Inc.

Saalt

Cora

Aisle Inc.

Thinx Inc.

Knix Wear

Victoria's Secret Stores Inc.

Joyja

Recent Developments in the Market:

In August 2021 Modibodi launched leak-proof lining, hook and loop tape closure, and elastic hoops make changing comfortable whether you're standing, sitting, or lying down also they sought to balance comfort with style and functionality.

In July 2021, Victoria's Secret has rebooted its fashion show after a four-year hiatus. The feature-film version of the show, launched in this fall, takes on the role of rebranding the company after years of struggles. Bloomberg reporters Olivia Rockeman and Ella Ceron have more.

In May 2022, Thinx announced the launch of the “Moist Panties” campaign and expanded its Thinx air collection, its new line of period underwear made with breathable, moisture-wicking, ultra-thin, micromesh fabric

#### Global Reusable period panties 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 - Product, 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 Product:

Brief

Bikini

Boysshort

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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