

# Global Feminine Care Napkin Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Feminine Care Napkin market size will reach 24,151 Million USD in 2025 and is projected to reach 31,399 Million USD by 2032, with a CAGR of 3.82% (2025-2032). Notably, the China Feminine Care Napkin market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A feminine care napkin, often referred to as a sanitary napkin or menstrual pad, is an absorbent personal hygiene product designed for women to manage menstrual flow and maintain cleanliness during menstruation. These disposable pads are typically made of layers of absorbent materials, such as cotton or cellulose, enclosed in a soft, moisture-proof outer layer. They come in various sizes and absorbency levels to accommodate different flow rates and preferences. Feminine care napkins are worn in the underwear to absorb menstrual blood, providing comfort and protection, and are usually replaced when saturated. They are an essential part of women's menstrual hygiene routines, providing comfort, convenience, and helping to maintain personal hygiene during menstruation.

The major global manufacturers of Feminine Care Napkin include Procter & Gamble, Kimberly-Clark, Unicharm, Johnson & Johnson, Hengan, Kingdom Healthcare, Essity, Kao Corporation, Jieling, Edgewell Personal Care Company, Elleair, KleanNara, Ontex International, Corman SpA, Bjbest, etc. The global players competition landscape in this

report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Feminine Care Napkin. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Feminine Care Napkin market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Feminine Care Napkin market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Feminine Care Napkin industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Feminine Care Napkin Include:

Procter & Gamble

Kimberly-Clark

Unicharm

Johnson & Johnson

Hengan

Kingdom Healthcare

Essity

Kao Corporation

Jieling

Edgewell Personal Care Company

Elleair

KleanNara

Ontex International

Corman SpA

Bjbest

Feminine Care Napkin Product Segment Include:

Daily Use Feminine Care Napkin

Night Use Feminine Care Napkin

Feminine Care Napkin Product Application Include:

Supermarket

Convenience Store

Online Sales

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Feminine Care Napkin Industry PESTEL Analysis

Chapter 3: Global Feminine Care Napkin Industry Porter's Five Forces Analysis

Chapter 4: Global Feminine Care Napkin Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Feminine Care Napkin Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Feminine Care Napkin Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Feminine Care Napkin Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Feminine Care Napkin Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Feminine Care Napkin Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Feminine Care Napkin Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Feminine Care Napkin Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Feminine Care Napkin Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

## Contents

### **1 FEMININE CARE NAPKIN MARKET OVERVIEW**

- 1.1 Product Definition and Statistical Scope
- 1.2 Feminine Care Napkin Product by Type
  - 1.2.1 Daily Use Feminine Care Napkin
  - 1.2.2 Night Use Feminine Care Napkin
- 1.3 Feminine Care Napkin Product by Application
  - 1.3.1 Supermarket
  - 1.3.2 Convenience Store
  - 1.3.3 Online Sales
- 1.4 Global Feminine Care Napkin Market Revenue and Sales Analysis
  - 1.4.1 Global Feminine Care Napkin Market Size Analysis (2020-2032)
  - 1.4.2 Global Feminine Care Napkin Market Sales Analysis (2020-2032)
  - 1.4.3 Global Feminine Care Napkin Market Sales Price Trend Analysis (2020-2032)
- 1.5 Feminine Care Napkin Industry Trends and Innovation
  - 1.5.1 Feminine Care Napkin Industry Trends and Innovation
  - 1.5.2 Feminine Care Napkin Market Drivers and Challenges

### **2 FEMININE CARE NAPKIN MARKET PESTEL ANALYSIS**

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

### **3 FEMININE CARE NAPKIN MARKET PORTER'S FIVE FORCES ANALYSIS**

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

### **4 GLOBAL FEMININE CARE NAPKIN MARKET ANALYSIS BY REGIONS**

- 4.1 Global Feminine Care Napkin Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Feminine Care Napkin Revenue and Forecast Analysis (2020-2032)
  - 4.2.1 Global Feminine Care Napkin Revenue and Market Share by Region (2020-2025)
  - 4.2.2 Global Feminine Care Napkin Revenue Forecast by Region (2026-2032)
- 4.3 Global Feminine Care Napkin Sales and Forecast Analysis (2020-2032)
  - 4.3.1 Global Feminine Care Napkin Sales and Market Share by Region (2020-2025)
  - 4.3.2 Global Feminine Care Napkin Sales Forecast by Region (2026-2032)
- 4.4 Global Feminine Care Napkin Sales Price Trend Analysis (2020-2032)

## **5 GLOBAL FEMININE CARE NAPKIN MARKET SIZE BY TYPE AND APPLICATION**

- 5.1 Global Feminine Care Napkin Market Size by Type
  - 5.1.1 Global Feminine Care Napkin Revenue and Forecast Analysis by Type (2020-2032)
  - 5.1.2 Global Feminine Care Napkin Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Feminine Care Napkin Market Size by Application
  - 5.2.1 Global Feminine Care Napkin Revenue and Forecast Analysis by Application (2020-2032)
  - 5.2.2 Global Feminine Care Napkin Sales and Forecast Analysis by Application (2020-2032)

## **6 NORTH AMERICA**

- 6.1 North America Feminine Care Napkin Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Feminine Care Napkin Market Size by Type
  - 6.3.1 North America Feminine Care Napkin Sales by Type (2020-2032)
  - 6.3.2 North America Feminine Care Napkin Revenue by Type (2020-2032)
- 6.4 North America Feminine Care Napkin Market Size by Application
  - 6.4.1 North America Feminine Care Napkin Sales by Application (2020-2032)
  - 6.4.2 North America Feminine Care Napkin Revenue by Application (2020-2032)
- 6.5 North America Feminine Care Napkin Market Size by Country
  - 6.5.1 US
  - 6.5.2 Canada

## **7 EUROPE**

- 7.1 Europe Feminine Care Napkin Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Feminine Care Napkin Market Size by Type
  - 7.3.1 Europe Feminine Care Napkin Sales by Type (2020-2032)
  - 7.3.2 Europe Feminine Care Napkin Revenue by Type (2020-2032)
- 7.4 Europe Feminine Care Napkin Market Size by Application
  - 7.4.1 Europe Feminine Care Napkin Sales by Application (2020-2032)
  - 7.4.2 Europe Feminine Care Napkin Revenue by Application (2020-2032)
- 7.5 Europe Feminine Care Napkin Market Size by Country
  - 7.5.1 Germany
  - 7.5.2 France
  - 7.5.3 United Kingdom
  - 7.5.4 Italy
  - 7.5.5 Spain
  - 7.5.6 Benelux

## **8 CHINA**

- 8.1 China Feminine Care Napkin Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Feminine Care Napkin Market Size by Type
  - 8.3.1 China Feminine Care Napkin Sales by Type (2020-2032)
  - 8.3.2 China Feminine Care Napkin Revenue by Type (2020-2032)
- 8.4 China Feminine Care Napkin Market Size by Application
  - 8.4.1 China Feminine Care Napkin Sales by Application (2020-2032)
  - 8.4.2 China Feminine Care Napkin Revenue by Application (2020-2032)

## **9 APAC (EXCL. CHINA)**

- 9.1 APAC (excl. China) Feminine Care Napkin Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Feminine Care Napkin Market Size by Type
  - 9.3.1 APAC (excl. China) Feminine Care Napkin Sales by Type (2020-2032)
  - 9.3.2 APAC (excl. China) Feminine Care Napkin Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Feminine Care Napkin Market Size by Application
  - 9.4.1 APAC (excl. China) Feminine Care Napkin Sales by Application (2020-2032)
  - 9.4.2 APAC (excl. China) Feminine Care Napkin Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Feminine Care Napkin Market Size by Country

- 9.5.1 Japan
- 9.5.2 South Korea
- 9.5.3 India
- 9.5.4 Australia
- 9.5.5 Southeast Asia

## **10 LATIN AMERICA**

- 10.1 Latin America Feminine Care Napkin Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Manufacturers Analysis
- 10.3 Latin America Feminine Care Napkin Market Size by Type
  - 10.3.1 Latin America Feminine Care Napkin Sales by Type (2020-2032)
  - 10.3.2 Latin America Feminine Care Napkin Revenue by Type (2020-2032)
- 10.4 Latin America Feminine Care Napkin Market Size by Application
  - 10.4.1 Latin America Feminine Care Napkin Sales by Application (2020-2032)
  - 10.4.2 Latin America Feminine Care Napkin Revenue by Application (2020-2032)
- 10.5 Latin America Feminine Care Napkin Market Size by Country
- 10.6 Latin America Feminine Care Napkin Market Size by Country
  - 10.6.1 Mexico
  - 10.6.2 Brazil

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Feminine Care Napkin Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Manufacturers Analysis
- 11.3 Middle East & Africa Feminine Care Napkin Market Size by Type
  - 11.3.1 Middle East & Africa Feminine Care Napkin Sales by Type (2020-2032)
  - 11.3.2 Middle East & Africa Feminine Care Napkin Revenue by Type (2020-2032)
- 11.4 Middle East & Africa Feminine Care Napkin Market Size by Application
  - 11.4.1 Middle East & Africa Feminine Care Napkin Sales by Application (2020-2032)
  - 11.4.2 Middle East & Africa Feminine Care Napkin Revenue by Application (2020-2032)
- 11.5 Middle East Feminine Care Napkin Market Size by Country
  - 11.5.1 Saudi Arabia
  - 11.5.2 South Africa

## **12 COMPETITION BY MANUFACTURERS**

## 12.1 Global Feminine Care Napkin Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Feminine Care Napkin Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Feminine Care Napkin Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Feminine Care Napkin Average Sales Price by Manufacturers (2021-2025)

## 12.2 Feminine Care Napkin Competitive Landscape Analysis and Market Dynamic

12.2.1 Feminine Care Napkin Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

## 13 KEY COMPANIES ANALYSIS

### 13.1 Procter & Gamble

13.1.1 Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Procter & Gamble Feminine Care Napkin Product Portfolio

13.1.3 Procter & Gamble Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.2 Kimberly-Clark

13.2.1 Kimberly-Clark Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Kimberly-Clark Feminine Care Napkin Product Portfolio

13.2.3 Kimberly-Clark Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.3 Unicharm

13.3.1 Unicharm Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Unicharm Feminine Care Napkin Product Portfolio

13.3.3 Unicharm Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

### 13.4 Johnson & Johnson

13.4.1 Johnson & Johnson Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Johnson & Johnson Feminine Care Napkin Product Portfolio

13.4.3 Johnson & Johnson Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.5 Hengan

13.5.1 Hengan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Hengan Feminine Care Napkin Product Portfolio

13.5.3 Hengan Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.6 Kingdom Healthcare

13.6.1 Kingdom Healthcare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Kingdom Healthcare Feminine Care Napkin Product Portfolio

13.6.3 Kingdom Healthcare Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.7 Essity

13.7.1 Essity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Essity Feminine Care Napkin Product Portfolio

13.7.3 Essity Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.8 Kao Corporation

13.8.1 Kao Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Kao Corporation Feminine Care Napkin Product Portfolio

13.8.3 Kao Corporation Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.9 Jieling

13.9.1 Jieling Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Jieling Feminine Care Napkin Product Portfolio

13.9.3 Jieling Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.10 Edgewell Personal Care Company

13.10.1 Edgewell Personal Care Company Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Edgewell Personal Care Company Feminine Care Napkin Product Portfolio

13.10.3 Edgewell Personal Care Company Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## 13.11 Elleair

13.11.1 Elleair Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

- 13.11.2 Elleair Feminine Care Napkin Product Portfolio
- 13.11.3 Elleair Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.12 KleanNara
  - 13.12.1 KleanNara Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.12.2 KleanNara Feminine Care Napkin Product Portfolio
  - 13.12.3 KleanNara Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.13 Ontex International
  - 13.13.1 Ontex International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.13.2 Ontex International Feminine Care Napkin Product Portfolio
  - 13.13.3 Ontex International Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.14 Corman SpA
  - 13.14.1 Corman SpA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.14.2 Corman SpA Feminine Care Napkin Product Portfolio
  - 13.14.3 Corman SpA Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.15 Bjb best
  - 13.15.1 Bjb best Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.15.2 Bjb best Feminine Care Napkin Product Portfolio
  - 13.15.3 Bjb best Feminine Care Napkin Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

- 14.1 Feminine Care Napkin Industry Chain Analysis
- 14.2 Feminine Care Napkin Industry Raw Material and Suppliers Analysis
  - 14.2.1 Feminine Care Napkin Key Raw Material Supply Analysis
  - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Feminine Care Napkin Typical Downstream Customers
- 14.4 Feminine Care Napkin Sales Channel Analysis

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 METHODOLOGY AND DATA SOURCE**

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Date Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Global Feminine Care Napkin Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Feminine Care Napkin Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Feminine Care Napkin Industry Development Status

Table 4: Feminine Care Napkin Industry Development Trends

Table 5: Global Feminine Care Napkin Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Feminine Care Napkin Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Feminine Care Napkin Revenue Market Share by Region (2020-2025)

Table 8: Global Feminine Care Napkin Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Feminine Care Napkin Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Feminine Care Napkin Sales by Region (2020-2025) & (M Unit)

Table 11: Global Feminine Care Napkin Sales Market Share by Region (2020-2025)

Table 12: Global Feminine Care Napkin Sales Forecast by Region (2026-2032) & (M Unit)

Table 13: Global Feminine Care Napkin Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Feminine Care Napkin Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Feminine Care Napkin Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Feminine Care Napkin Sales Analysis by Type (2020-2025) & (M Unit)

Table 17: Global Feminine Care Napkin Sales Analysis Forecast by Type (2026-2032) & (M Unit)

Table 18: Global Feminine Care Napkin Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Feminine Care Napkin Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Feminine Care Napkin Sales Analysis by Application (2020-2025) & (M Unit)

Table 21: Global Feminine Care Napkin Sales Analysis Forecast by Application (2026-2032) & (M Unit)

Table 22: Key Feminine Care Napkin Players in North America

Table 23: North America Feminine Care Napkin Sales by Type (2020-2025) & (M Unit)

Table 24: North America Feminine Care Napkin Sales by Type (2026-2032) & (M Unit)

Table 25: North America Feminine Care Napkin Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Feminine Care Napkin Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Feminine Care Napkin Sales by Application (2020-2025) & (M Unit)

Table 28: North America Feminine Care Napkin Sales by Application (2026-2032) & (M Unit)

Table 29: North America Feminine Care Napkin Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Feminine Care Napkin Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Feminine Care Napkin Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Feminine Care Napkin Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Feminine Care Napkin Sales Market Size by Country (2020-2025) & (M Unit)

Table 34: North America Feminine Care Napkin Sales Market Size by Country (2026-2032) & (M Unit)

Table 35: Key Feminine Care Napkin Players in Europe

Table 36: Europe Feminine Care Napkin Sales by Type (2020-2025) & (M Unit)

Table 37: Europe Feminine Care Napkin Sales by Type (2026-2032) & (M Unit)

Table 38: Europe Feminine Care Napkin Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Feminine Care Napkin Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Feminine Care Napkin Sales by Application (2020-2025) & (M Unit)

Table 41: Europe Feminine Care Napkin Sales by Application (2026-2032) & (M Unit)

Table 42: Europe Feminine Care Napkin Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Feminine Care Napkin Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Feminine Care Napkin Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Feminine Care Napkin Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Feminine Care Napkin Sales Market Size by Country (2020-2025) &

(M Unit)

Table 47: Europe Feminine Care Napkin Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 48: Key Feminine Care Napkin Players in China

Table 49: China Feminine Care Napkin Sales by Type (2020-2025) & (M Unit)

Table 50: China Feminine Care Napkin Sales by Type (2026-2032) & (M Unit)

Table 51: China Feminine Care Napkin Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Feminine Care Napkin Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Feminine Care Napkin Sales by Application (2020-2025) & (M Unit)

Table 54: China Feminine Care Napkin Sales by Application (2026-2032) & (M Unit)

Table 55: China Feminine Care Napkin Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Feminine Care Napkin Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Feminine Care Napkin Players in APAC (excl. China)

Table 58: APAC (excl. China) Feminine Care Napkin Sales by Type (2020-2025) & (M Unit)

Table 59: APAC (excl. China) Feminine Care Napkin Sales by Type (2026-2032) & (M Unit)

Table 60: APAC (excl. China) Feminine Care Napkin Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Feminine Care Napkin Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Feminine Care Napkin Sales by Application (2020-2025) & (M Unit)

Table 63: APAC (excl. China) Feminine Care Napkin Sales by Application (2026-2032) & (M Unit)

Table 64: APAC (excl. China) Feminine Care Napkin Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Feminine Care Napkin Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) Feminine Care Napkin Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Feminine Care Napkin Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Feminine Care Napkin Sales Market Size by Country (2020-2025) & (M Unit)

Table 69: APAC (excl. China) Feminine Care Napkin Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 70: Key Feminine Care Napkin Players in Latin America

Table 71: Latin America Feminine Care Napkin Sales by Type (2020-2025) & (M Unit)

Table 72: Latin America Feminine Care Napkin Sales by Type (2026-2032) & (M Unit)

Table 73: Latin America Feminine Care Napkin Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Feminine Care Napkin Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Feminine Care Napkin Sales by Application (2020-2025) & (M Unit)

Table 76: Latin America Feminine Care Napkin Sales by Application (2026-2032) & (M Unit)

Table 77: Latin America Feminine Care Napkin Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Feminine Care Napkin Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Feminine Care Napkin Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Feminine Care Napkin Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Feminine Care Napkin Sales Market Size by Country (2020-2025) & (M Unit)

Table 82: Latin America Feminine Care Napkin Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 83: Key Feminine Care Napkin Players in Middle East & Africa

Table 84: Middle East & Africa Feminine Care Napkin Sales by Type (2020-2025) & (M Unit)

Table 85: Middle East & Africa Feminine Care Napkin Sales by Type (2026-2032) & (M Unit)

Table 86: Middle East & Africa Feminine Care Napkin Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Feminine Care Napkin Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Feminine Care Napkin Sales by Application (2020-2025) & (M Unit)

Table 89: Middle East & Africa Feminine Care Napkin Sales by Application (2026-2032) & (M Unit)

Table 90: Middle East & Africa Feminine Care Napkin Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Feminine Care Napkin Revenue by Application

(2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Feminine Care Napkin Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Feminine Care Napkin Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Feminine Care Napkin Sales Market Size by Country (2020-2025) & (M Unit)

Table 95: Middle East & Africa Feminine Care Napkin Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 96: Global Feminine Care Napkin Market Sales by Key Manufacturers (2021-2025) & (M Unit)

Table 97: Global Feminine Care Napkin Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Feminine Care Napkin Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Feminine Care Napkin Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Procter & Gamble Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Procter & Gamble Feminine Care Napkin Product Portfolio

Table 105: Procter & Gamble Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Kimberly-Clark Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Kimberly-Clark Feminine Care Napkin Product Portfolio

Table 108: Kimberly-Clark Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Unicharm Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Unicharm Feminine Care Napkin Product Portfolio

Table 111: Unicharm Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Johnson & Johnson Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Johnson & Johnson Feminine Care Napkin Product Portfolio

Table 114: Johnson & Johnson Feminine Care Napkin Revenue (US\$ Million), Sales (M

Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: Hengan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: Hengan Feminine Care Napkin Product Portfolio

Table 117: Hengan Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Kingdom Healthcare Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Kingdom Healthcare Feminine Care Napkin Product Portfolio

Table 120: Kingdom Healthcare Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Essity Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Essity Feminine Care Napkin Product Portfolio

Table 123: Essity Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Kao Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Kao Corporation Feminine Care Napkin Product Portfolio

Table 126: Kao Corporation Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Jieling Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Jieling Feminine Care Napkin Product Portfolio

Table 129: Jieling Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Edgewell Personal Care Company Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Edgewell Personal Care Company Feminine Care Napkin Product Portfolio

Table 132: Edgewell Personal Care Company Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Elleair Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Elleair Feminine Care Napkin Product Portfolio

Table 135: Elleair Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: KleanNara Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: KleanNara Feminine Care Napkin Product Portfolio

Table 138: KleanNara Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Ontex International Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Ontex International Feminine Care Napkin Product Portfolio

Table 141: Ontex International Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Corman SpA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: Corman SpA Feminine Care Napkin Product Portfolio

Table 144: Corman SpA Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Bjbst Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 146: Bjbst Feminine Care Napkin Product Portfolio

Table 147: Bjbst Feminine Care Napkin Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 148: Upstream Key Raw Material Price List

Table 149: Feminine Care Napkin Raw Material Suppliers and Contact Information

Table 150: Feminine Care Napkin Typical Customer List

Table 151: Feminine Care Napkin Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Feminine Care Napkin Product Pictures

Figure 2: Daily Use Feminine Care Napkin Picture Scope

Figure 3: Night Use Feminine Care Napkin Picture Scope

Figure 4: Supermarket Picture Scope

Figure 5: Convenience Store Picture Scope

Figure 6: Online Sales Picture Scope

Figure 7: Global Feminine Care Napkin Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 8: Global Feminine Care Napkin Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 9: Global Feminine Care Napkin Market Sales and Growth Rate Analysis (2020-2032) & (M Unit)

Figure 10: Global Feminine Care Napkin Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 11: Global Feminine Care Napkin Market Size by Region (2020-2032) & (US\$ Million)

Figure 12: Global Feminine Care Napkin Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 13: Global Feminine Care Napkin Sales Price by Region (2020-2032) & (M Unit)

Figure 14: North America Feminine Care Napkin Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 15: North America Feminine Care Napkin Revenue Market Share by Players in 2024

Figure 16: North America Feminine Care Napkin Sales Market Share by Type (2020-2032)

Figure 17: North America Feminine Care Napkin Revenue Market Share by Type (2020-2032)

Figure 18: North America Feminine Care Napkin Sales Market Share by Application (2020-2032)

Figure 19: North America Feminine Care Napkin Revenue Market Share by Application (2020-2032)

Figure 20: US Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 21: Canada Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 22: Europe Feminine Care Napkin Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 23:Europe Feminine Care Napkin Revenue Market Share by Players in 2024

Figure 24:Europe Feminine Care Napkin Sales Market Share by Type (2020-2032)

Figure 25:Europe Feminine Care Napkin Revenue Market Share by Type (2020-2032)

Figure 26:Europe Feminine Care Napkin Sales Market Share by Application  
(2020-2032)

Figure 27:Europe Feminine Care Napkin Revenue Market Share by Application  
(2020-2032)

Figure 28:Germany Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 29:France Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 30:United Kingdom Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 31:Italy Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 32:Spain Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 33:Benelux Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 34:China Feminine Care Napkin Market Size and Growth Rate (2020-2032) &  
(US\$ Million)

Figure 35:China Feminine Care Napkin Revenue Market Share by Players in 2024

Figure 36:China Feminine Care Napkin Sales Market Share by Type (2020-2032)

Figure 37:China Feminine Care Napkin Revenue Market Share by Type (2020-2032)

Figure 38:China Feminine Care Napkin Sales Market Share by Application (2020-2032)

Figure 39:China Feminine Care Napkin Revenue Market Share by Application  
(2020-2032)

Figure 40:APAC (excl. China) Feminine Care Napkin Market Size and Growth Rate  
(2020-2032) & (US\$ Million)

Figure 41:APAC (excl. China) Feminine Care Napkin Revenue Market Share by Players  
in 2024

Figure 42:APAC (excl. China) Feminine Care Napkin Sales Market Share by Type  
(2020-2032)

Figure 43:APAC (excl. China) Feminine Care Napkin Revenue Market Share by Type  
(2020-2032)

Figure 44:APAC (excl. China) Feminine Care Napkin Sales Market Share by Application  
(2020-2032)

Figure 45:APAC (excl. China) Feminine Care Napkin Revenue Market Share by  
Application (2020-2032)

Figure 46:Japan Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 47:South Korea Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 48:India Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 49:Australia Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 50:Southeast Asia Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 51:Latin America Feminine Care Napkin Market Size and Growth Rate

(2020-2032) & (US\$ Million)

Figure 52:Latin America Feminine Care Napkin Revenue Market Share by Players in 2024

Figure 53:Latin America Feminine Care Napkin Sales Market Share by Type (2020-2032)

Figure 54:Latin America Feminine Care Napkin Revenue Market Share by Type (2020-2032)

Figure 55:Latin America Feminine Care Napkin Sales Market Share by Application (2020-2032)

Figure 56:Latin America Feminine Care Napkin Revenue Market Share by Application (2020-2032)

Figure 57:Mexico Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 58:Brazil Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 59:Middle East & Africa Feminine Care Napkin Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa Feminine Care Napkin Revenue Market Share by Players in 2024

Figure 61:Middle East & Africa Feminine Care Napkin Sales Market Share by Type (2020-2032)

Figure 62:Middle East & Africa Feminine Care Napkin Revenue Market Share by Type (2020-2032)

Figure 63:Middle East & Africa Feminine Care Napkin Sales Market Share by Application (2020-2032)

Figure 64:Middle East & Africa Feminine Care Napkin Revenue Market Share by Application (2020-2032)

Figure 65:Saudi Arabia Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 66:South Africa Feminine Care Napkin Revenue (2020-2032) & (US\$ Million)

Figure 67:Global Feminine Care Napkin Sales Market Share by Key Manufacturers in 2024

Figure 68:Global Feminine Care Napkin Revenue Market Share by Key Manufacturers in 2024

Figure 69:Global Feminine Care Napkin Industry Competition Landscape

Figure 70:Feminine Care Napkin Industry Chain Analysis

Figure 71:Bottom-Up and Top-Down Research Methods

Figure 72:Key Interview Objectives

Figure 73:Data Cross Validation

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