

# Global Sanitary Napkin for Feminine Care Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Sanitary Napkin for Feminine Care market size will reach 33,990 Million USD in 2025 and is projected to reach 43,627 Million USD by 2032, with a CAGR of 3.63% (2025-2032). Notably, the China Sanitary Napkin for Feminine Care 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

Sanitary napkins, commonly known as pads or menstrual pads, are absorbent hygiene products designed specifically for feminine care during menstruation. They are typically made of soft, absorbent materials such as cotton, with a moisture-proof backing to prevent leaks. Sanitary napkins are worn inside the underwear to absorb menstrual flow during periods, providing protection and comfort. They come in various sizes, thicknesses, and absorbencies to cater to different flow levels and preferences. Additionally, some pads may feature wings or adhesive strips to help secure them in place for added protection. Sanitary napkins are a fundamental part of menstrual hygiene management, providing women with a convenient and discreet solution to manage menstrual bleeding and maintain personal hygiene during menstruation.

The major global manufacturers of Sanitary Napkin for Feminine Care include Procter & Gamble, Kimberly-Clark, Unicharm, Hengan, Johnson & Johnson, Essity, Kingdom Healthcare, Jieling, Kao Corporation, Edgewell Personal Care Company, Elleair, KleanNara, Ontex International, Corman SpA, Bjb best, 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 Sanitary Napkin for Feminine Care. 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 Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Include:

Procter & Gamble

Kimberly-Clark

Unicharm

Hengan

Johnson & Johnson

Essity

Kingdom Healthcare

Jieling

Kao Corporation

Edgewell Personal Care Company

Elleair

KleanNara

Ontex International

Corman SpA

Bjbest

Sanitary Napkin for Feminine Care Product Segment Include:

Daily Sanitary Napkins

Night Sanitary Napkins

Sanitary Napkin for Feminine Care Product Application Include:

Supermarket

Convenience Store

Online Sales

Others

## **Chapter Scope**

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

Chapter 2: Global Sanitary Napkin for Feminine Care Industry PESTEL Analysis

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

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

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

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

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

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

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

Chapter 10: Latin America Sanitary Napkin for Feminine Care Competitive Analysis

(Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

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

Chapter 12: Global Sanitary Napkin for Feminine Care 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 SANITARY NAPKIN FOR FEMININE CARE MARKET OVERVIEW**

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

### **2 SANITARY NAPKIN FOR FEMININE CARE 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 SANITARY NAPKIN FOR FEMININE CARE 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 SANITARY NAPKIN FOR FEMININE CARE MARKET ANALYSIS BY REGIONS**

4.1 Global Sanitary Napkin for Feminine Care Overall Market: 2024 VS 2025 VS 2032

4.2 Global Sanitary Napkin for Feminine Care Revenue and Forecast Analysis (2020-2032)

4.2.1 Global Sanitary Napkin for Feminine Care Revenue and Market Share by Region (2020-2025)

4.2.2 Global Sanitary Napkin for Feminine Care Revenue Forecast by Region (2026-2032)

4.3 Global Sanitary Napkin for Feminine Care Sales and Forecast Analysis (2020-2032)

4.3.1 Global Sanitary Napkin for Feminine Care Sales and Market Share by Region (2020-2025)

4.3.2 Global Sanitary Napkin for Feminine Care Sales Forecast by Region (2026-2032)

4.4 Global Sanitary Napkin for Feminine Care Sales Price Trend Analysis (2020-2032)

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

5.1 Global Sanitary Napkin for Feminine Care Market Size by Type

5.1.1 Global Sanitary Napkin for Feminine Care Revenue and Forecast Analysis by Type (2020-2032)

5.1.2 Global Sanitary Napkin for Feminine Care Sales and Forecast Analysis by Type (2020-2032)

5.2 Global Sanitary Napkin for Feminine Care Market Size by Application

5.2.1 Global Sanitary Napkin for Feminine Care Revenue and Forecast Analysis by Application (2020-2032)

5.2.2 Global Sanitary Napkin for Feminine Care Sales and Forecast Analysis by Application (2020-2032)

## **6 NORTH AMERICA**

6.1 North America Sanitary Napkin for Feminine Care Market Size and Growth Rate Analysis (2020-2032)

6.2 North America Key Manufacturers Analysis

6.3 North America Sanitary Napkin for Feminine Care Market Size by Type

6.3.1 North America Sanitary Napkin for Feminine Care Sales by Type (2020-2032)

- 6.3.2 North America Sanitary Napkin for Feminine Care Revenue by Type (2020-2032)
- 6.4 North America Sanitary Napkin for Feminine Care Market Size by Application
  - 6.4.1 North America Sanitary Napkin for Feminine Care Sales by Application (2020-2032)
  - 6.4.2 North America Sanitary Napkin for Feminine Care Revenue by Application (2020-2032)
- 6.5 North America Sanitary Napkin for Feminine Care Market Size by Country
  - 6.5.1 US
  - 6.5.2 Canada

## **7 EUROPE**

- 7.1 Europe Sanitary Napkin for Feminine Care Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Sanitary Napkin for Feminine Care Market Size by Type
  - 7.3.1 Europe Sanitary Napkin for Feminine Care Sales by Type (2020-2032)
  - 7.3.2 Europe Sanitary Napkin for Feminine Care Revenue by Type (2020-2032)
- 7.4 Europe Sanitary Napkin for Feminine Care Market Size by Application
  - 7.4.1 Europe Sanitary Napkin for Feminine Care Sales by Application (2020-2032)
  - 7.4.2 Europe Sanitary Napkin for Feminine Care Revenue by Application (2020-2032)
- 7.5 Europe Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Sanitary Napkin for Feminine Care Market Size by Type
  - 8.3.1 China Sanitary Napkin for Feminine Care Sales by Type (2020-2032)
  - 8.3.2 China Sanitary Napkin for Feminine Care Revenue by Type (2020-2032)
- 8.4 China Sanitary Napkin for Feminine Care Market Size by Application
  - 8.4.1 China Sanitary Napkin for Feminine Care Sales by Application (2020-2032)

#### 8.4.2 China Sanitary Napkin for Feminine Care Revenue by Application (2020-2032)

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

#### 9.1 APAC (excl. China) Sanitary Napkin for Feminine Care Market Size and Growth Rate Analysis (2020-2032)

#### 9.2 APAC (excl. China) Key Manufacturers Analysis

#### 9.3 APAC (excl. China) Sanitary Napkin for Feminine Care Market Size by Type

##### 9.3.1 APAC (excl. China) Sanitary Napkin for Feminine Care Sales by Type (2020-2032)

##### 9.3.2 APAC (excl. China) Sanitary Napkin for Feminine Care Revenue by Type (2020-2032)

#### 9.4 APAC (excl. China) Sanitary Napkin for Feminine Care Market Size by Application

##### 9.4.1 APAC (excl. China) Sanitary Napkin for Feminine Care Sales by Application (2020-2032)

##### 9.4.2 APAC (excl. China) Sanitary Napkin for Feminine Care Revenue by Application (2020-2032)

#### 9.5 APAC (excl. China) Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Market Size and Growth Rate Analysis (2020-2032)

#### 10.2 Latin America Key Manufacturers Analysis

#### 10.3 Latin America Sanitary Napkin for Feminine Care Market Size by Type

##### 10.3.1 Latin America Sanitary Napkin for Feminine Care Sales by Type (2020-2032)

##### 10.3.2 Latin America Sanitary Napkin for Feminine Care Revenue by Type (2020-2032)

#### 10.4 Latin America Sanitary Napkin for Feminine Care Market Size by Application

##### 10.4.1 Latin America Sanitary Napkin for Feminine Care Sales by Application (2020-2032)

##### 10.4.2 Latin America Sanitary Napkin for Feminine Care Revenue by Application (2020-2032)

#### 10.5 Latin America Sanitary Napkin for Feminine Care Market Size by Country

## 10.6 Latin America Sanitary Napkin for Feminine Care Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

## 11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Sanitary Napkin for Feminine Care Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Sanitary Napkin for Feminine Care Market Size by Type

11.3.1 Middle East & Africa Sanitary Napkin for Feminine Care Sales by Type (2020-2032)

11.3.2 Middle East & Africa Sanitary Napkin for Feminine Care Revenue by Type (2020-2032)

11.4 Middle East & Africa Sanitary Napkin for Feminine Care Market Size by Application

11.4.1 Middle East & Africa Sanitary Napkin for Feminine Care Sales by Application (2020-2032)

11.4.2 Middle East & Africa Sanitary Napkin for Feminine Care Revenue by Application (2020-2032)

11.5 Middle East Sanitary Napkin for Feminine Care Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

## 12 COMPETITION BY MANUFACTURERS

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

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

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

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

12.2 Sanitary Napkin for Feminine Care Competitive Landscape Analysis and Market Dynamic

12.2.1 Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

13.1.3 Procter & Gamble Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

13.2.3 Kimberly-Clark Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

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

### 13.4 Hengan

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

13.4.2 Hengan Sanitary Napkin for Feminine Care Product Portfolio

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

### 13.5 Johnson & Johnson

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

13.5.2 Johnson & Johnson Sanitary Napkin for Feminine Care Product Portfolio

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

### 13.6 Essity

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

13.6.2 Essity Sanitary Napkin for Feminine Care Product Portfolio

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

### 13.7 Kingdom Healthcare

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

13.7.2 Kingdom Healthcare Sanitary Napkin for Feminine Care Product Portfolio

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

13.8 Jieling

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

13.8.2 Jieling Sanitary Napkin for Feminine Care Product Portfolio

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

13.9 Kao Corporation

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

13.9.2 Kao Corporation Sanitary Napkin for Feminine Care Product Portfolio

13.9.3 Kao Corporation Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

13.10.3 Edgewell Personal Care Company Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

13.11.3 Elleair Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

13.12.3 KleanNara Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio
- 13.13.3 Ontex International Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio
  - 13.14.3 Corman SpA Sanitary Napkin for Feminine Care Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)
- 13.15 Bjbest
  - 13.15.1 Bjbest Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
  - 13.15.2 Bjbest Sanitary Napkin for Feminine Care Product Portfolio
  - 13.15.3 Bjbest Sanitary Napkin for Feminine Care Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

- 14.1 Sanitary Napkin for Feminine Care Industry Chain Analysis
- 14.2 Sanitary Napkin for Feminine Care Industry Raw Material and Suppliers Analysis
  - 14.2.1 Sanitary Napkin for Feminine Care Key Raw Material Supply Analysis
  - 14.2.2 Raw Material Suppliers and Contact Information
- 14.3 Sanitary Napkin for Feminine Care Typical Downstream Customers
- 14.4 Sanitary Napkin for Feminine Care 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 Data 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 Sanitary Napkin for Feminine Care Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

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

Table 3: Sanitary Napkin for Feminine Care Industry Development Status

Table 4: Sanitary Napkin for Feminine Care Industry Development Trends

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 19: Global Sanitary Napkin for Feminine Care Revenue Analysis Forecast by

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

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

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

Table 22: Key Sanitary Napkin for Feminine Care Players in North America

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

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

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

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

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

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

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

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

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

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

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

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

Table 35: Key Sanitary Napkin for Feminine Care Players in Europe

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

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

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

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

- Table 40: Europe Sanitary Napkin for Feminine Care Sales by Application (2020-2025) & (K Unit)
- Table 41: Europe Sanitary Napkin for Feminine Care Sales by Application (2026-2032) & (K Unit)
- Table 42: Europe Sanitary Napkin for Feminine Care Revenue by Application (2020-2025) & (US\$ Million)
- Table 43: Europe Sanitary Napkin for Feminine Care Revenue by Application (2026-2032) & (US\$ Million)
- Table 44: Europe Sanitary Napkin for Feminine Care Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 45: Europe Sanitary Napkin for Feminine Care Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)
- Table 46: Europe Sanitary Napkin for Feminine Care Sales Market Size by Country (2020-2025) & (K Unit)
- Table 47: Europe Sanitary Napkin for Feminine Care Sales Market Size Forecast by Country (2026-2032) & (K Unit)
- Table 48: Key Sanitary Napkin for Feminine Care Players in China
- Table 49: China Sanitary Napkin for Feminine Care Sales by Type (2020-2025) & (K Unit)
- Table 50: China Sanitary Napkin for Feminine Care Sales by Type (2026-2032) & (K Unit)
- Table 51: China Sanitary Napkin for Feminine Care Revenue by Type (2020-2025) & (US\$ Million)
- Table 52: China Sanitary Napkin for Feminine Care Revenue by Type (2026-2032) & (US\$ Million)
- Table 53: China Sanitary Napkin for Feminine Care Sales by Application (2020-2025) & (K Unit)
- Table 54: China Sanitary Napkin for Feminine Care Sales by Application (2026-2032) & (K Unit)
- Table 55: China Sanitary Napkin for Feminine Care Revenue by Application (2020-2025) & (US\$ Million)
- Table 56: China Sanitary Napkin for Feminine Care Revenue by Application (2026-2032) & (US\$ Million)
- Table 57: Key Sanitary Napkin for Feminine Care Players in APAC (excl. China)
- Table 58: APAC (excl. China) Sanitary Napkin for Feminine Care Sales by Type (2020-2025) & (K Unit)
- Table 59: APAC (excl. China) Sanitary Napkin for Feminine Care Sales by Type (2026-2032) & (K Unit)
- Table 60: APAC (excl. China) Sanitary Napkin for Feminine Care Revenue by Type

(2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Sanitary Napkin for Feminine Care Revenue by Type

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

Table 62: APAC (excl. China) Sanitary Napkin for Feminine Care Sales by Application

(2020-2025) & (K Unit)

Table 63: APAC (excl. China) Sanitary Napkin for Feminine Care Sales by Application

(2026-2032) & (K Unit)

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

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

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

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

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

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

Table 70: Key Sanitary Napkin for Feminine Care Players in Latin America

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

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

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

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

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

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

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

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

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

Table 80: Latin America Sanitary Napkin for Feminine Care Revenue Market Size

Forecast by Country (2026-2032) & (US\$ Million)

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

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

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

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

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

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

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

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

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

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

Table 91: Middle East & Africa Sanitary Napkin for Feminine Care Revenue by Application (2026-2032) & (US\$ Million)

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

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

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

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

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

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

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

Table 99: Global Sanitary Napkin for Feminine Care 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 105: Procter & Gamble Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 108: Kimberly-Clark Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

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

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

Table 113: Hengan Sanitary Napkin for Feminine Care Product Portfolio

Table 114: Hengan Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 116: Johnson & Johnson Sanitary Napkin for Feminine Care Product Portfolio

Table 117: Johnson & Johnson Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 119: Essity Sanitary Napkin for Feminine Care Product Portfolio

Table 120: Essity Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 122: Kingdom Healthcare Sanitary Napkin for Feminine Care Product Portfolio

Table 123: Kingdom Healthcare Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 125: Jieling Sanitary Napkin for Feminine Care Product Portfolio

Table 126: Jieling Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

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

Table 128: Kao Corporation Sanitary Napkin for Feminine Care Product Portfolio

Table 129: Kao Corporation Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 132: Edgewell Personal Care Company Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 135: Elleair Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 138: KleanNara Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 141: Ontex International Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 144: Corman SpA Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K 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 Sanitary Napkin for Feminine Care Product Portfolio

Table 147: Bjbst Sanitary Napkin for Feminine Care Revenue (US\$ Million), Sales (K

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

Table 148: Upstream Key Raw Material Price List

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

Table 150: Sanitary Napkin for Feminine Care Typical Customer List

Table 151: Sanitary Napkin for Feminine Care Distributors List

## List Of Figures

### LIST OF FIGURES

Figure 1: Sanitary Napkin for Feminine Care Product Pictures

Figure 2: Daily Sanitary Napkins Picture Scope

Figure 3: Night Sanitary Napkins Picture Scope

Figure 4: Supermarket Picture Scope

Figure 5: Convenience Store Picture Scope

Figure 6: Online Sales Picture Scope

Figure 7: Others Picture Scope

Figure 8: Global Sanitary Napkin for Feminine Care Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 9: Global Sanitary Napkin for Feminine Care Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 10: Global Sanitary Napkin for Feminine Care Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 11: Global Sanitary Napkin for Feminine Care Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 12: Global Sanitary Napkin for Feminine Care Market Size by Region (2020-2032) & (US\$ Million)

Figure 13: Global Sanitary Napkin for Feminine Care Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 14: Global Sanitary Napkin for Feminine Care Sales Price by Region (2020-2032) & (K Unit)

Figure 15: North America Sanitary Napkin for Feminine Care Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 16: North America Sanitary Napkin for Feminine Care Revenue Market Share by Players in 2024

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

Figure 18: North America Sanitary Napkin for Feminine Care Revenue Market Share by Type (2020-2032)

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

Figure 20: North America Sanitary Napkin for Feminine Care Revenue Market Share by Application (2020-2032)

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

Figure 22: Canada Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$

Million)

Figure 23:Europe Sanitary Napkin for Feminine Care Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 24:Europe Sanitary Napkin for Feminine Care Revenue Market Share by Players in 2024

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

Figure 26:Europe Sanitary Napkin for Feminine Care Revenue Market Share by Type (2020-2032)

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

Figure 28:Europe Sanitary Napkin for Feminine Care Revenue Market Share by Application (2020-2032)

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

Figure 30:France Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 31:United Kingdom Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

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

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

Figure 34:Benelux Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 35:China Sanitary Napkin for Feminine Care Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 36:China Sanitary Napkin for Feminine Care Revenue Market Share by Players in 2024

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

Figure 38:China Sanitary Napkin for Feminine Care Revenue Market Share by Type (2020-2032)

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

Figure 40:China Sanitary Napkin for Feminine Care Revenue Market Share by Application (2020-2032)

Figure 41:APAC (excl. China) Sanitary Napkin for Feminine Care Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 42:APAC (excl. China) Sanitary Napkin for Feminine Care Revenue Market

Share by Players in 2024

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

Figure 44:APAC (excl. China) Sanitary Napkin for Feminine Care Revenue Market Share by Type (2020-2032)

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

Figure 46:APAC (excl. China) Sanitary Napkin for Feminine Care Revenue Market Share by Application (2020-2032)

Figure 47:Japan Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 48:South Korea Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

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

Figure 50:Australia Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 51:Southeast Asia Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 52:Latin America Sanitary Napkin for Feminine Care Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 53:Latin America Sanitary Napkin for Feminine Care Revenue Market Share by Players in 2024

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

Figure 55:Latin America Sanitary Napkin for Feminine Care Revenue Market Share by Type (2020-2032)

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

Figure 57:Latin America Sanitary Napkin for Feminine Care Revenue Market Share by Application (2020-2032)

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

Figure 59:Brazil Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 60:Middle East & Africa Sanitary Napkin for Feminine Care Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 61:Middle East & Africa Sanitary Napkin for Feminine Care Revenue Market Share by Players in 2024

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

Figure 63: Middle East & Africa Sanitary Napkin for Feminine Care Revenue Market Share by Type (2020-2032)

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

Figure 65: Middle East & Africa Sanitary Napkin for Feminine Care Revenue Market Share by Application (2020-2032)

Figure 66: Saudi Arabia Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 67: South Africa Sanitary Napkin for Feminine Care Revenue (2020-2032) & (US\$ Million)

Figure 68: Global Sanitary Napkin for Feminine Care Sales Market Share by Key Manufacturers in 2024

Figure 69: Global Sanitary Napkin for Feminine Care Revenue Market Share by Key Manufacturers in 2024

Figure 70: Global Sanitary Napkin for Feminine Care Industry Competition Landscape

Figure 71: Sanitary Napkin for Feminine Care Industry Chain Analysis

Figure 72: Bottom-Up and Top-Down Research Methods

Figure 73: Key Interview Objectives

Figure 74: Data Cross Validation

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