

# Global Sanitary Napkins 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 Napkins market size will reach 30,319 Million USD in 2025 and is projected to reach 42,153 Million USD by 2032, with a CAGR of 4.82% (2025-2032). Notably, the China Sanitary Napkins 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, also known as menstrual pads or simply pads, are absorbent hygiene products worn by individuals who menstruate to manage menstrual bleeding. Typically made of soft, absorbent materials like cotton, these pads are designed to be worn inside underwear to absorb menstrual flow and prevent leaks. They come in various shapes, sizes, and absorbencies to accommodate different flow levels and preferences. Some pads feature adhesive strips or wings to secure them in place. Sanitary napkins are an essential part of menstrual hygiene management, providing comfort, protection, and discretion during menstruation.

The major global manufacturers of Sanitary Napkins include Procter & Gamble, Kimberly-Clark, Unicharm, Hengan, Johnson & Johnson, Essity, Baiya Corporation, Kingdom Healthcare, Kao Corporation, Jieling, The Honest Company, Edgewell Personal Care, Elleair, KleanNara, Ontex International, Corman SpA, Bjbst, TZMO, Veeda, C-BONS Holding, Zhejiang Haoyue, Fujian Hengli, Qianjin Group, Purcotton, Vinda, Henan Shulai Sanitation Products, 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 Napkins. 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 Napkins 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 Napkins 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 Napkins 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 Napkins Include:

Procter & Gamble

Kimberly-Clark

Unicharm

Hengan

Johnson & Johnson

Essity

Baiya Corporation

Kingdom Healthcare

Kao Corporation

Jieling

The Honest Company

Edgewell Personal Care

Elleair

KleanNara

Ontex International

Corman SpA

Bjbest

TZMO

Veeda

C-BONS Holding

Zhejiang Haoyue

Fujian Hengli

Qianjin Group

Purcotton

Vinda

Henan Shulai Sanitation Products

Sanitary Napkins Product Segment Include:

Daily Sanitary Napkins

Night Sanitary Napkins

Sanitary Napkins Product Application Include:

Super/Hypermarkets

Convenience Store

Retail Pharmacies

Online Sales

Others

## **Chapter Scope**

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