

Feminine Hygiene Products Market in Asia Pacific 2022 - Industry Briefing

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Abstracts

Feminine hygiene products are personal care products used during menstruation, vaginal discharge, and other bodily functions related to the vulva and vagina. Products that are used during menstruation may also be called menstrual hygiene products, including menstrual pads, tampons, pantyliners, menstrual cups, menstrual sponges and period panties. Good menstrual hygiene management (MHM) plays a fundamental role in enabling women, girls, and other menstruators to reach their full potential. Menstrual blood, when released from the body attracts various organisms, which multiply in the warmth of the blood, and cause irritation, rashes or urinary tract infections. When girls and women have access to safe and affordable sanitary materials to manage their menstruation, they decrease their risk of infections. This can have cascading effects on overall sexual and reproductive health, including reducing teen pregnancy, maternal outcomes, and fertility. Poor menstrual hygiene, however, can pose serious health risks, like reproductive and urinary tract infections which can result in future infertility and birth complications. The feminine hygiene products in Asia Pacific market is expected to increase by USD 8 billion, at a compound annual growth rate (CAGR) of 4.5% from 2022 to 2028, according to the latest edition of the Feminine Hygiene Products Market in Asia Pacific Report.

This industry report offers market estimates of the Asia Pacific market, followed by a detailed analysis of the product, distribution channel, and country. The Asia Pacific market data on feminine hygiene products can be segmented by product: pantyliners, sanitary napkins/pads, tampons, others. Feminine hygiene products market is further segmented by distribution channel: beauty specialty stores and pharmacies, convenience stores, online retail stores, supermarkets and hypermarkets, others. Based on country, the feminine hygiene products market is segmented into: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The sanitary napkins/pads market is further segmented into thin pads, regular pads. Gen Consulting Company research indicates that the regular pads segment occupied the largest share of this market in 2021 and is expected to draw the highest demand in coming years.

The Asia Pacific feminine hygiene products market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Beiersdorf AG, Chongqing Baiya Sanitary Products Co. Ltd., Daio Paper Corporation, Guilin Geron Industry Co. Ltd., Hengan International Group Company Limited, Johnson & Johnson (J&J), Kao Corporation, Kimberly-Clark Corporation, Kingdom Healthcare Holdings Limited Guangdong, KleanNara Co. Ltd., Kobayashi Pharmaceutical Co. Ltd., The Procter & Gamble Company (P&G), Unicharm Corporation, Welcron Healthcare Co. Ltd.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Asia Pacific Feminine Hygiene Products Market

Identify segments/areas to invest in over the forecast period in the Asia Pacific Feminine Hygiene Products Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Contents

PART 1. SUMMARY

PART 2. INTRODUCTION

Study period
Geographical scope
Market segmentation

PART 3. FEMININE HYGIENE PRODUCTS MARKET OVERVIEW

PART 4. MARKET BREAKDOWN BY PRODUCT

Pantyliners
Sanitary napkins/pads
Tampons
Others

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Beauty specialty stores and pharmacies
Convenience stores
Online retail stores
Supermarkets and hypermarkets
Others

PART 6. MARKET BREAKDOWN BY COUNTRY

Australia
China
India
Japan
Philippines
Singapore
South Korea
Taiwan
Thailand

PART 7. KEY COMPANIES

Beiersdorf AG
Chongqing Baiya Sanitary Products Co., Ltd.
Daio Paper Corporation
Guilin Geron Industry Co., Ltd.
Hengan International Group Company Limited
Johnson & Johnson (J&J)
Kao Corporation
Kimberly-Clark Corporation
Kingdom Healthcare Holdings Limited, Guangdong
KleanNara Co., Ltd.
Kobayashi Pharmaceutical Co., Ltd.
The Procter & Gamble Company (P&G)
Unicharm Corporation
Welcron Healthcare Co., Ltd.

PART 8. METHODOLOGY

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