

Feminine Hygiene Products Market in China 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 market in China is likely to register a CAGR of over 3.9% with an incremental growth of USD 5 billion during the forecast period 2022-2028.

This industry report offers market estimates of the China market, followed by a detailed analysis of the product, and distribution channel. The China 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.

The sanitary napkins/pads market is further segmented into thin pads, regular pads. In 2021, the regular pads segment made up the largest share of revenue generated by the

feminine hygiene products market.

The China feminine hygiene products market is highly competitive. Top players covered in China Feminine Hygiene Products Market Study are Unicharm Corporation, Hengan International Group Company Limited, The Procter & Gamble Company (P&G), Kingdom Healthcare Holdings Limited Guangdong, Kimberly-Clark Corporation, Kao Corporation, Chongqing Baiya Sanitary Products Co. Ltd., Beiersdorf AG, Guilin Geron Industry Co. Ltd., Hengan International Group Company Limited.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive coverage of the market across different market segments, 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 China Feminine Hygiene Products Market

Identify segments/areas to invest in over the forecast period in the China 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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The Procter & Gamble Company (P&G)
Kingdom Healthcare Holdings Limited, Guangdong
Kimberly-Clark Corporation
Kao Corporation
Chongqing Baiya Sanitary Products Co., Ltd.
Beiersdorf AG
Guilin Geron Industry Co., Ltd.
Hengan International Group Company Limited

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