

Feminine Hygiene Products Market in Europe 2022 - Industry Briefing

<https://marketpublishers.com/r/FAA3AC832F97EN.html>

Date: October 2022

Pages: 36

Price: US\$ 1,200.00 (Single User License)

ID: FAA3AC832F97EN

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 Europe is projected to rise by USD 2 billion by 2028, according to a new report by Gen Consulting Company. It is anticipated to expand at a CAGR of 3.5 percent during the forecast period.

This industry report offers market estimates of the Europe market, followed by a detailed analysis of the product, distribution channel, and country. The Europe 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: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The sanitary napkins/pads market is further segmented into thin pads, regular pads. The regular pads segment held the largest share of the Europe feminine hygiene products market in 2021 and is anticipated to hold its share during the forecast period.

Key companies profiled in the report include Essity AB, Johnson & Johnson (J&J), Kimberly-Clark Corporation, Premier Group (Pty) Ltd (Lil Lets Group Ltd.), The Procter & Gamble Company (P&G).

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 Europe Feminine Hygiene Products Market

Identify segments/areas to invest in over the forecast period in the Europe 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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