

Feminine Hygiene Products Market in India 2022 - Industry Briefing

<https://marketpublishers.com/r/F93F5566817BEN.html>

Date: October 2022

Pages: 31

Price: US\$ 400.00 (Single User License)

ID: F93F5566817BEN

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. According to Gen Consulting Company, the feminine hygiene products in India market size is expected to increase from USD 1,029 million in 2021 to USD 2,056 million by 2028, garnering a CAGR of 10.4% over the evaluated period.

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

Among these, the regular pads segment was accounted for the highest revenue generator in 2021.

Some of the leading companies operating in the market are The Procter & Gamble Company (P&G), Johnson & Johnson (J&J), Unicharm Corporation.

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 India Feminine Hygiene Products Market

Identify segments/areas to invest in over the forecast period in the India 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. KEY COMPANIES

The Procter & Gamble Company (P&G)
Johnson & Johnson (J&J)
Unicharm Corporation

PART 7. METHODOLOGY

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