

Feminine Hygiene Products Market in Middle East and Africa 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. Projected to expand at a CAGR of 7.9% from 2022 to 2028, the feminine hygiene products market in Middle East and Africa will worth USD 4,834 million by 2028-end, according to Gen Consulting Company.

This industry report offers market estimates of the Middle East and Africa market, followed by a detailed analysis of the product, distribution channel, and country. The Middle East and Africa 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: South Africa, United Arab Emirates.

The sanitary napkins/pads market is further segmented into thin pads, regular pads. According to the research, the regular pads segment had the largest share in the feminine hygiene products market in Middle East and Africa.

The Middle East and Africa feminine hygiene products market is highly competitive. As of 2021, the major players in the Middle East and Africa feminine hygiene products market were Essity AB, INDEVCO Group, Johnson & Johnson (J&J), Kimberly-Clark Corporation, Premier Group (Pty) Ltd (Lil Lets Group Ltd.), The Lion Match Company (Pty) Ltd, The Procter & Gamble Company (P&G), Unicharm Corporation.

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 Middle East and Africa Feminine Hygiene Products Market

Identify segments/areas to invest in over the forecast period in the Middle East and Africa 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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