

# Feminine Hygiene Products Market in North America 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 North America is anticipated to reach valuation of ~USD 5,137 million by 2028, representing a CAGR of 2% from 2022 to 2028 as per the latest report by Gen Consulting Company.

This industry report offers market estimates of the North America market, followed by a detailed analysis of the product, distribution channel, and country. The North America 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: Canada, USA.

The sanitary napkins/pads market is further segmented into thin pads, regular pads. In North America, the regular pads segment made up the largest share of the feminine hygiene products market.

Top players covered in North America Feminine Hygiene Products Market Study are Edgewell Personal Care Brands LLC, Kimberly-Clark Corporation, 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 North America Feminine Hygiene Products Market

Identify segments/areas to invest in over the forecast period in the North America 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.

Print authentication provided for the single-user license.

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