

Global Feminine Care Napkin Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Feminine Care Napkin market size was valued at US\$ 22100 million in 2024 and is forecast to a readjusted size of USD 27890 million by 2031 with a CAGR of 3.4% during review period.

A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn by women while menstruating, recovering from vaginal surgery, for lochia (post-birth bleeding), after an abortion, or in any other situation where it is necessary to absorb a flow of blood from the vagina.

This report studies the Feminine Care Napkin market, only covers the Disposable Sanitary Napkin, and not covers the Cloth Sanitary Napkin.

The classification of Feminine Care Napkin includes daily use and night use, and the proportion of Feminine Care Napkin for daily use in 2019 is about 56%.

Feminine Care Napkin is widely purchased in supermarket, convenience store, online sales and others. The largest proportion of Feminine Care Napkin is purchased in supermarket, which in 2019 is about 49%.

China is the largest consumption region, with a market share of nearly 34% in 2019. Following China, Europe and United States are the second and the third largest consumption region with the market share of approximately 18% and 17%, respectively.

This report is a detailed and comprehensive analysis for global Feminine Care Napkin market. Both quantitative and qualitative analyses are presented by manufacturers, by

region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Feminine Care Napkin market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Feminine Care Napkin market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Feminine Care Napkin market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Feminine Care Napkin market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (USD/K Units), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Feminine Care Napkin
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Feminine Care Napkin market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Procter & Gamble, Kimberly-Clark, Unicharm, Johnson & Johnson, Hengan, Kingdom Healthcare, Essity, Kao Corporation, Jieling, Edgewell Personal Care Company, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Feminine Care Napkin market is split by Type and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Daily Use Feminine Care Napkin

Night Use Feminine Care Napkin

Market segment by Sales Channel

Supermarket

Convenience Store

Online Sales

Major players covered

Procter & Gamble

Kimberly-Clark

Unicharm

Johnson & Johnson

Hengan

Kingdom Healthcare

Essity

Kao Corporation

Jieling

Edgewell Personal Care Company

Elleair

KleanNara

Ontex International

Bjbest

Corman SpA

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Feminine Care Napkin product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Feminine Care Napkin, with price, sales quantity, revenue, and global market share of Feminine Care Napkin from 2020 to 2025.

Chapter 3, the Feminine Care Napkin competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Feminine Care Napkin breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to

2031.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Feminine Care Napkin market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Feminine Care Napkin.

Chapter 14 and 15, to describe Feminine Care Napkin sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Feminine Care Napkin Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Daily Use Feminine Care Napkin

1.3.3 Night Use Feminine Care Napkin

1.4 Market Analysis by Sales Channel

1.4.1 Overview: Global Feminine Care Napkin Consumption Value by Sales Channel: 2020 Versus 2024 Versus 2031

1.4.2 Supermarket

1.4.3 Convenience Store

1.4.4 Online Sales

1.5 Global Feminine Care Napkin Market Size & Forecast

1.5.1 Global Feminine Care Napkin Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Feminine Care Napkin Sales Quantity (2020-2031)

1.5.3 Global Feminine Care Napkin Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Procter & Gamble

2.1.1 Procter & Gamble Details

2.1.2 Procter & Gamble Major Business

2.1.3 Procter & Gamble Feminine Care Napkin Product and Services

2.1.4 Procter & Gamble Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Procter & Gamble Recent Developments/Updates

2.2 Kimberly-Clark

2.2.1 Kimberly-Clark Details

2.2.2 Kimberly-Clark Major Business

2.2.3 Kimberly-Clark Feminine Care Napkin Product and Services

2.2.4 Kimberly-Clark Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Kimberly-Clark Recent Developments/Updates

2.3 Unicharm

- 2.3.1 Unicharm Details
- 2.3.2 Unicharm Major Business
- 2.3.3 Unicharm Feminine Care Napkin Product and Services
- 2.3.4 Unicharm Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Unicharm Recent Developments/Updates
- 2.4 Johnson & Johnson
 - 2.4.1 Johnson & Johnson Details
 - 2.4.2 Johnson & Johnson Major Business
 - 2.4.3 Johnson & Johnson Feminine Care Napkin Product and Services
 - 2.4.4 Johnson & Johnson Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Johnson & Johnson Recent Developments/Updates
- 2.5 Hengan
 - 2.5.1 Hengan Details
 - 2.5.2 Hengan Major Business
 - 2.5.3 Hengan Feminine Care Napkin Product and Services
 - 2.5.4 Hengan Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 Hengan Recent Developments/Updates
- 2.6 Kingdom Healthcare
 - 2.6.1 Kingdom Healthcare Details
 - 2.6.2 Kingdom Healthcare Major Business
 - 2.6.3 Kingdom Healthcare Feminine Care Napkin Product and Services
 - 2.6.4 Kingdom Healthcare Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Kingdom Healthcare Recent Developments/Updates
- 2.7 Essity
 - 2.7.1 Essity Details
 - 2.7.2 Essity Major Business
 - 2.7.3 Essity Feminine Care Napkin Product and Services
 - 2.7.4 Essity Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 Essity Recent Developments/Updates
- 2.8 Kao Corporation
 - 2.8.1 Kao Corporation Details
 - 2.8.2 Kao Corporation Major Business
 - 2.8.3 Kao Corporation Feminine Care Napkin Product and Services
 - 2.8.4 Kao Corporation Feminine Care Napkin Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 Kao Corporation Recent Developments/Updates

2.9 Jieling

2.9.1 Jieling Details

2.9.2 Jieling Major Business

2.9.3 Jieling Feminine Care Napkin Product and Services

2.9.4 Jieling Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Jieling Recent Developments/Updates

2.10 Edgewell Personal Care Company

2.10.1 Edgewell Personal Care Company Details

2.10.2 Edgewell Personal Care Company Major Business

2.10.3 Edgewell Personal Care Company Feminine Care Napkin Product and Services

2.10.4 Edgewell Personal Care Company Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 Edgewell Personal Care Company Recent Developments/Updates

2.11 Elleair

2.11.1 Elleair Details

2.11.2 Elleair Major Business

2.11.3 Elleair Feminine Care Napkin Product and Services

2.11.4 Elleair Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 Elleair Recent Developments/Updates

2.12 KleanNara

2.12.1 KleanNara Details

2.12.2 KleanNara Major Business

2.12.3 KleanNara Feminine Care Napkin Product and Services

2.12.4 KleanNara Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 KleanNara Recent Developments/Updates

2.13 Ontex International

2.13.1 Ontex International Details

2.13.2 Ontex International Major Business

2.13.3 Ontex International Feminine Care Napkin Product and Services

2.13.4 Ontex International Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.13.5 Ontex International Recent Developments/Updates

2.14 Bjbest

2.14.1 Bjbest Details

- 2.14.2 Bjbest Major Business
- 2.14.3 Bjbest Feminine Care Napkin Product and Services
- 2.14.4 Bjbest Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.14.5 Bjbest Recent Developments/Updates
- 2.15 Corman SpA
 - 2.15.1 Corman SpA Details
 - 2.15.2 Corman SpA Major Business
 - 2.15.3 Corman SpA Feminine Care Napkin Product and Services
 - 2.15.4 Corman SpA Feminine Care Napkin Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.15.5 Corman SpA Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: FEMININE CARE NAPKIN BY MANUFACTURER

- 3.1 Global Feminine Care Napkin Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Feminine Care Napkin Revenue by Manufacturer (2020-2025)
- 3.3 Global Feminine Care Napkin Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of Feminine Care Napkin by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 Feminine Care Napkin Manufacturer Market Share in 2024
 - 3.4.3 Top 6 Feminine Care Napkin Manufacturer Market Share in 2024
- 3.5 Feminine Care Napkin Market: Overall Company Footprint Analysis
 - 3.5.1 Feminine Care Napkin Market: Region Footprint
 - 3.5.2 Feminine Care Napkin Market: Company Product Type Footprint
 - 3.5.3 Feminine Care Napkin Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Feminine Care Napkin Market Size by Region
 - 4.1.1 Global Feminine Care Napkin Sales Quantity by Region (2020-2031)
 - 4.1.2 Global Feminine Care Napkin Consumption Value by Region (2020-2031)
 - 4.1.3 Global Feminine Care Napkin Average Price by Region (2020-2031)
- 4.2 North America Feminine Care Napkin Consumption Value (2020-2031)
- 4.3 Europe Feminine Care Napkin Consumption Value (2020-2031)
- 4.4 Asia-Pacific Feminine Care Napkin Consumption Value (2020-2031)

4.5 South America Feminine Care Napkin Consumption Value (2020-2031)

4.6 Middle East & Africa Feminine Care Napkin Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Feminine Care Napkin Sales Quantity by Type (2020-2031)

5.2 Global Feminine Care Napkin Consumption Value by Type (2020-2031)

5.3 Global Feminine Care Napkin Average Price by Type (2020-2031)

6 MARKET SEGMENT BY SALES CHANNEL

6.1 Global Feminine Care Napkin Sales Quantity by Sales Channel (2020-2031)

6.2 Global Feminine Care Napkin Consumption Value by Sales Channel (2020-2031)

6.3 Global Feminine Care Napkin Average Price by Sales Channel (2020-2031)

7 NORTH AMERICA

7.1 North America Feminine Care Napkin Sales Quantity by Type (2020-2031)

7.2 North America Feminine Care Napkin Sales Quantity by Sales Channel (2020-2031)

7.3 North America Feminine Care Napkin Market Size by Country

7.3.1 North America Feminine Care Napkin Sales Quantity by Country (2020-2031)

7.3.2 North America Feminine Care Napkin Consumption Value by Country
(2020-2031)

7.3.3 United States Market Size and Forecast (2020-2031)

7.3.4 Canada Market Size and Forecast (2020-2031)

7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

8.1 Europe Feminine Care Napkin Sales Quantity by Type (2020-2031)

8.2 Europe Feminine Care Napkin Sales Quantity by Sales Channel (2020-2031)

8.3 Europe Feminine Care Napkin Market Size by Country

8.3.1 Europe Feminine Care Napkin Sales Quantity by Country (2020-2031)

8.3.2 Europe Feminine Care Napkin Consumption Value by Country (2020-2031)

8.3.3 Germany Market Size and Forecast (2020-2031)

8.3.4 France Market Size and Forecast (2020-2031)

8.3.5 United Kingdom Market Size and Forecast (2020-2031)

8.3.6 Russia Market Size and Forecast (2020-2031)

8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Feminine Care Napkin Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Feminine Care Napkin Sales Quantity by Sales Channel (2020-2031)
- 9.3 Asia-Pacific Feminine Care Napkin Market Size by Region
 - 9.3.1 Asia-Pacific Feminine Care Napkin Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Feminine Care Napkin Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Feminine Care Napkin Sales Quantity by Type (2020-2031)
- 10.2 South America Feminine Care Napkin Sales Quantity by Sales Channel (2020-2031)
- 10.3 South America Feminine Care Napkin Market Size by Country
 - 10.3.1 South America Feminine Care Napkin Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Feminine Care Napkin Consumption Value by Country (2020-2031)
 - 10.3.3 Brazil Market Size and Forecast (2020-2031)
 - 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Feminine Care Napkin Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Feminine Care Napkin Sales Quantity by Sales Channel (2020-2031)
- 11.3 Middle East & Africa Feminine Care Napkin Market Size by Country
 - 11.3.1 Middle East & Africa Feminine Care Napkin Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Feminine Care Napkin Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 Feminine Care Napkin Market Drivers

12.2 Feminine Care Napkin Market Restraints

12.3 Feminine Care Napkin Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Feminine Care Napkin and Key Manufacturers

13.2 Manufacturing Costs Percentage of Feminine Care Napkin

13.3 Feminine Care Napkin Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Feminine Care Napkin Typical Distributors

14.3 Feminine Care Napkin Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Feminine Care Napkin Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Feminine Care Napkin Consumption Value by Sales Channel, (USD Million), 2020 & 2024 & 2031

Table 3. Procter & Gamble Basic Information, Manufacturing Base and Competitors

Table 4. Procter & Gamble Major Business

Table 5. Procter & Gamble Feminine Care Napkin Product and Services

Table 6. Procter & Gamble Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Procter & Gamble Recent Developments/Updates

Table 8. Kimberly-Clark Basic Information, Manufacturing Base and Competitors

Table 9. Kimberly-Clark Major Business

Table 10. Kimberly-Clark Feminine Care Napkin Product and Services

Table 11. Kimberly-Clark Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Kimberly-Clark Recent Developments/Updates

Table 13. Unicharm Basic Information, Manufacturing Base and Competitors

Table 14. Unicharm Major Business

Table 15. Unicharm Feminine Care Napkin Product and Services

Table 16. Unicharm Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Unicharm Recent Developments/Updates

Table 18. Johnson & Johnson Basic Information, Manufacturing Base and Competitors

Table 19. Johnson & Johnson Major Business

Table 20. Johnson & Johnson Feminine Care Napkin Product and Services

Table 21. Johnson & Johnson Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Johnson & Johnson Recent Developments/Updates

Table 23. Hengan Basic Information, Manufacturing Base and Competitors

Table 24. Hengan Major Business

Table 25. Hengan Feminine Care Napkin Product and Services

Table 26. Hengan Feminine Care Napkin Sales Quantity (M Units), Average Price

(USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Hengan Recent Developments/Updates

Table 28. Kingdom Healthcare Basic Information, Manufacturing Base and Competitors

Table 29. Kingdom Healthcare Major Business

Table 30. Kingdom Healthcare Feminine Care Napkin Product and Services

Table 31. Kingdom Healthcare Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Kingdom Healthcare Recent Developments/Updates

Table 33. Essity Basic Information, Manufacturing Base and Competitors

Table 34. Essity Major Business

Table 35. Essity Feminine Care Napkin Product and Services

Table 36. Essity Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Essity Recent Developments/Updates

Table 38. Kao Corporation Basic Information, Manufacturing Base and Competitors

Table 39. Kao Corporation Major Business

Table 40. Kao Corporation Feminine Care Napkin Product and Services

Table 41. Kao Corporation Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Kao Corporation Recent Developments/Updates

Table 43. Jieling Basic Information, Manufacturing Base and Competitors

Table 44. Jieling Major Business

Table 45. Jieling Feminine Care Napkin Product and Services

Table 46. Jieling Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Jieling Recent Developments/Updates

Table 48. Edgewell Personal Care Company Basic Information, Manufacturing Base and Competitors

Table 49. Edgewell Personal Care Company Major Business

Table 50. Edgewell Personal Care Company Feminine Care Napkin Product and Services

Table 51. Edgewell Personal Care Company Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. Edgewell Personal Care Company Recent Developments/Updates

Table 53. Elleair Basic Information, Manufacturing Base and Competitors

Table 54. Elleair Major Business

Table 55. Elleair Feminine Care Napkin Product and Services

Table 56. Elleair Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Elleair Recent Developments/Updates

Table 58. KleanNara Basic Information, Manufacturing Base and Competitors

Table 59. KleanNara Major Business

Table 60. KleanNara Feminine Care Napkin Product and Services

Table 61. KleanNara Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. KleanNara Recent Developments/Updates

Table 63. Ontex International Basic Information, Manufacturing Base and Competitors

Table 64. Ontex International Major Business

Table 65. Ontex International Feminine Care Napkin Product and Services

Table 66. Ontex International Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. Ontex International Recent Developments/Updates

Table 68. Bjbest Basic Information, Manufacturing Base and Competitors

Table 69. Bjbest Major Business

Table 70. Bjbest Feminine Care Napkin Product and Services

Table 71. Bjbest Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. Bjbest Recent Developments/Updates

Table 73. Corman SpA Basic Information, Manufacturing Base and Competitors

Table 74. Corman SpA Major Business

Table 75. Corman SpA Feminine Care Napkin Product and Services

Table 76. Corman SpA Feminine Care Napkin Sales Quantity (M Units), Average Price (USD/K Units), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. Corman SpA Recent Developments/Updates

Table 78. Global Feminine Care Napkin Sales Quantity by Manufacturer (2020-2025) & (M Units)

Table 79. Global Feminine Care Napkin Revenue by Manufacturer (2020-2025) & (USD Million)

Table 80. Global Feminine Care Napkin Average Price by Manufacturer (2020-2025) & (USD/K Units)

Table 81. Market Position of Manufacturers in Feminine Care Napkin, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 82. Head Office and Feminine Care Napkin Production Site of Key Manufacturer

Table 83. Feminine Care Napkin Market: Company Product Type Footprint

Table 84. Feminine Care Napkin Market: Company Product Application Footprint
Table 85. Feminine Care Napkin New Market Entrants and Barriers to Market Entry
Table 86. Feminine Care Napkin Mergers, Acquisition, Agreements, and Collaborations
Table 87. Global Feminine Care Napkin Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR
Table 88. Global Feminine Care Napkin Sales Quantity by Region (2020-2025) & (M Units)
Table 89. Global Feminine Care Napkin Sales Quantity by Region (2026-2031) & (M Units)
Table 90. Global Feminine Care Napkin Consumption Value by Region (2020-2025) & (USD Million)
Table 91. Global Feminine Care Napkin Consumption Value by Region (2026-2031) & (USD Million)
Table 92. Global Feminine Care Napkin Average Price by Region (2020-2025) & (USD/K Units)
Table 93. Global Feminine Care Napkin Average Price by Region (2026-2031) & (USD/K Units)
Table 94. Global Feminine Care Napkin Sales Quantity by Type (2020-2025) & (M Units)
Table 95. Global Feminine Care Napkin Sales Quantity by Type (2026-2031) & (M Units)
Table 96. Global Feminine Care Napkin Consumption Value by Type (2020-2025) & (USD Million)
Table 97. Global Feminine Care Napkin Consumption Value by Type (2026-2031) & (USD Million)
Table 98. Global Feminine Care Napkin Average Price by Type (2020-2025) & (USD/K Units)
Table 99. Global Feminine Care Napkin Average Price by Type (2026-2031) & (USD/K Units)
Table 100. Global Feminine Care Napkin Sales Quantity by Sales Channel (2020-2025) & (M Units)
Table 101. Global Feminine Care Napkin Sales Quantity by Sales Channel (2026-2031) & (M Units)
Table 102. Global Feminine Care Napkin Consumption Value by Sales Channel (2020-2025) & (USD Million)
Table 103. Global Feminine Care Napkin Consumption Value by Sales Channel (2026-2031) & (USD Million)
Table 104. Global Feminine Care Napkin Average Price by Sales Channel (2020-2025) & (USD/K Units)

Table 105. Global Feminine Care Napkin Average Price by Sales Channel (2026-2031) & (USD/K Units)

Table 106. North America Feminine Care Napkin Sales Quantity by Type (2020-2025) & (M Units)

Table 107. North America Feminine Care Napkin Sales Quantity by Type (2026-2031) & (M Units)

Table 108. North America Feminine Care Napkin Sales Quantity by Sales Channel (2020-2025) & (M Units)

Table 109. North America Feminine Care Napkin Sales Quantity by Sales Channel (2026-2031) & (M Units)

Table 110. North America Feminine Care Napkin Sales Quantity by Country (2020-2025) & (M Units)

Table 111. North America Feminine Care Napkin Sales Quantity by Country (2026-2031) & (M Units)

Table 112. North America Feminine Care Napkin Consumption Value by Country (2020-2025) & (USD Million)

Table 113. North America Feminine Care Napkin Consumption Value by Country (2026-2031) & (USD Million)

Table 114. Europe Feminine Care Napkin Sales Quantity by Type (2020-2025) & (M Units)

Table 115. Europe Feminine Care Napkin Sales Quantity by Type (2026-2031) & (M Units)

Table 116. Europe Feminine Care Napkin Sales Quantity by Sales Channel (2020-2025) & (M Units)

Table 117. Europe Feminine Care Napkin Sales Quantity by Sales Channel (2026-2031) & (M Units)

Table 118. Europe Feminine Care Napkin Sales Quantity by Country (2020-2025) & (M Units)

Table 119. Europe Feminine Care Napkin Sales Quantity by Country (2026-2031) & (M Units)

Table 120. Europe Feminine Care Napkin Consumption Value by Country (2020-2025) & (USD Million)

Table 121. Europe Feminine Care Napkin Consumption Value by Country (2026-2031) & (USD Million)

Table 122. Asia-Pacific Feminine Care Napkin Sales Quantity by Type (2020-2025) & (M Units)

Table 123. Asia-Pacific Feminine Care Napkin Sales Quantity by Type (2026-2031) & (M Units)

Table 124. Asia-Pacific Feminine Care Napkin Sales Quantity by Sales Channel

(2020-2025) & (M Units)

Table 125. Asia-Pacific Feminine Care Napkin Sales Quantity by Sales Channel

(2026-2031) & (M Units)

Table 126. Asia-Pacific Feminine Care Napkin Sales Quantity by Region (2020-2025) & (M Units)

Table 127. Asia-Pacific Feminine Care Napkin Sales Quantity by Region (2026-2031) & (M Units)

Table 128. Asia-Pacific Feminine Care Napkin Consumption Value by Region (2020-2025) & (USD Million)

Table 129. Asia-Pacific Feminine Care Napkin Consumption Value by Region (2026-2031) & (USD Million)

Table 130. South America Feminine Care Napkin Sales Quantity by Type (2020-2025) & (M Units)

Table 131. South America Feminine Care Napkin Sales Quantity by Type (2026-2031) & (M Units)

Table 132. South America Feminine Care Napkin Sales Quantity by Sales Channel (2020-2025) & (M Units)

Table 133. South America Feminine Care Napkin Sales Quantity by Sales Channel (2026-2031) & (M Units)

Table 134. South America Feminine Care Napkin Sales Quantity by Country (2020-2025) & (M Units)

Table 135. South America Feminine Care Napkin Sales Quantity by Country (2026-2031) & (M Units)

Table 136. South America Feminine Care Napkin Consumption Value by Country (2020-2025) & (USD Million)

Table 137. South America Feminine Care Napkin Consumption Value by Country (2026-2031) & (USD Million)

Table 138. Middle East & Africa Feminine Care Napkin Sales Quantity by Type (2020-2025) & (M Units)

Table 139. Middle East & Africa Feminine Care Napkin Sales Quantity by Type (2026-2031) & (M Units)

Table 140. Middle East & Africa Feminine Care Napkin Sales Quantity by Sales Channel (2020-2025) & (M Units)

Table 141. Middle East & Africa Feminine Care Napkin Sales Quantity by Sales Channel (2026-2031) & (M Units)

Table 142. Middle East & Africa Feminine Care Napkin Sales Quantity by Country (2020-2025) & (M Units)

Table 143. Middle East & Africa Feminine Care Napkin Sales Quantity by Country (2026-2031) & (M Units)

Table 144. Middle East & Africa Feminine Care Napkin Consumption Value by Country (2020-2025) & (USD Million)

Table 145. Middle East & Africa Feminine Care Napkin Consumption Value by Country (2026-2031) & (USD Million)

Table 146. Feminine Care Napkin Raw Material

Table 147. Key Manufacturers of Feminine Care Napkin Raw Materials

Table 148. Feminine Care Napkin Typical Distributors

Table 149. Feminine Care Napkin Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Feminine Care Napkin Picture

Figure 2. Global Feminine Care Napkin Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Feminine Care Napkin Revenue Market Share by Type in 2024

Figure 4. Daily Use Feminine Care Napkin Examples

Figure 5. Night Use Feminine Care Napkin Examples

Figure 6. Global Feminine Care Napkin Consumption Value by Sales Channel, (USD Million), 2020 & 2024 & 2031

Figure 7. Global Feminine Care Napkin Revenue Market Share by Sales Channel in 2024

Figure 8. Supermarket Examples

Figure 9. Convenience Store Examples

Figure 10. Online Sales Examples

Figure 11. Global Feminine Care Napkin Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 12. Global Feminine Care Napkin Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 13. Global Feminine Care Napkin Sales Quantity (2020-2031) & (M Units)

Figure 14. Global Feminine Care Napkin Price (2020-2031) & (USD/K Units)

Figure 15. Global Feminine Care Napkin Sales Quantity Market Share by Manufacturer in 2024

Figure 16. Global Feminine Care Napkin Revenue Market Share by Manufacturer in 2024

Figure 17. Producer Shipments of Feminine Care Napkin by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 18. Top 3 Feminine Care Napkin Manufacturer (Revenue) Market Share in 2024

Figure 19. Top 6 Feminine Care Napkin Manufacturer (Revenue) Market Share in 2024

Figure 20. Global Feminine Care Napkin Sales Quantity Market Share by Region (2020-2031)

Figure 21. Global Feminine Care Napkin Consumption Value Market Share by Region (2020-2031)

Figure 22. North America Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 23. Europe Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 24. Asia-Pacific Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 25. South America Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 26. Middle East & Africa Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 27. Global Feminine Care Napkin Sales Quantity Market Share by Type (2020-2031)

Figure 28. Global Feminine Care Napkin Consumption Value Market Share by Type (2020-2031)

Figure 29. Global Feminine Care Napkin Average Price by Type (2020-2031) & (USD/K Units)

Figure 30. Global Feminine Care Napkin Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 31. Global Feminine Care Napkin Revenue Market Share by Sales Channel (2020-2031)

Figure 32. Global Feminine Care Napkin Average Price by Sales Channel (2020-2031) & (USD/K Units)

Figure 33. North America Feminine Care Napkin Sales Quantity Market Share by Type (2020-2031)

Figure 34. North America Feminine Care Napkin Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 35. North America Feminine Care Napkin Sales Quantity Market Share by Country (2020-2031)

Figure 36. North America Feminine Care Napkin Consumption Value Market Share by Country (2020-2031)

Figure 37. United States Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 38. Canada Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 39. Mexico Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 40. Europe Feminine Care Napkin Sales Quantity Market Share by Type (2020-2031)

Figure 41. Europe Feminine Care Napkin Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 42. Europe Feminine Care Napkin Sales Quantity Market Share by Country (2020-2031)

Figure 43. Europe Feminine Care Napkin Consumption Value Market Share by Country

(2020-2031)

Figure 44. Germany Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 45. France Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 46. United Kingdom Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 47. Russia Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 48. Italy Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 49. Asia-Pacific Feminine Care Napkin Sales Quantity Market Share by Type (2020-2031)

Figure 50. Asia-Pacific Feminine Care Napkin Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 51. Asia-Pacific Feminine Care Napkin Sales Quantity Market Share by Region (2020-2031)

Figure 52. Asia-Pacific Feminine Care Napkin Consumption Value Market Share by Region (2020-2031)

Figure 53. China Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 54. Japan Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 55. South Korea Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 56. India Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 57. Southeast Asia Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 58. Australia Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 59. South America Feminine Care Napkin Sales Quantity Market Share by Type (2020-2031)

Figure 60. South America Feminine Care Napkin Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 61. South America Feminine Care Napkin Sales Quantity Market Share by Country (2020-2031)

Figure 62. South America Feminine Care Napkin Consumption Value Market Share by Country (2020-2031)

Figure 63. Brazil Feminine Care Napkin Consumption Value (2020-2031) & (USD

Million)

Figure 64. Argentina Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 65. Middle East & Africa Feminine Care Napkin Sales Quantity Market Share by Type (2020-2031)

Figure 66. Middle East & Africa Feminine Care Napkin Sales Quantity Market Share by Sales Channel (2020-2031)

Figure 67. Middle East & Africa Feminine Care Napkin Sales Quantity Market Share by Country (2020-2031)

Figure 68. Middle East & Africa Feminine Care Napkin Consumption Value Market Share by Country (2020-2031)

Figure 69. Turkey Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 70. Egypt Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 71. Saudi Arabia Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 72. South Africa Feminine Care Napkin Consumption Value (2020-2031) & (USD Million)

Figure 73. Feminine Care Napkin Market Drivers

Figure 74. Feminine Care Napkin Market Restraints

Figure 75. Feminine Care Napkin Market Trends

Figure 76. Porters Five Forces Analysis

Figure 77. Manufacturing Cost Structure Analysis of Feminine Care Napkin in 2024

Figure 78. Manufacturing Process Analysis of Feminine Care Napkin

Figure 79. Feminine Care Napkin Industrial Chain

Figure 80. Sales Channel: Direct to End-User vs Distributors

Figure 81. Direct Channel Pros & Cons

Figure 82. Indirect Channel Pros & Cons

Figure 83. Methodology

Figure 84. Research Process and Data Source

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