

Global Feminine Care Napkin Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Feminine Care Napkin market size was valued at USD 20640 million in 2023 and is forecast to a readjusted size of USD 25990 million by 2030 with a CAGR of 3.3% 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.

The Global Info Research report includes an overview of the development of the Feminine Care Napkin industry chain, the market status of Supermarket (Daily Use

Feminine Care Napkin, Night Use Feminine Care Napkin), Convenience Store (Daily Use Feminine Care Napkin, Night Use Feminine Care Napkin), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Feminine Care Napkin.

Regionally, the report analyzes the Feminine Care Napkin markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Feminine Care Napkin market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Feminine Care Napkin market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Feminine Care Napkin industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Units), revenue generated, and market share of different by Type (e.g., Daily Use Feminine Care Napkin, Night Use Feminine Care Napkin).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Feminine Care Napkin market.

Regional Analysis: The report involves examining the Feminine Care Napkin market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Feminine Care Napkin market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Feminine Care Napkin:

Company Analysis: Report covers individual Feminine Care Napkin manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Feminine Care Napkin. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different Sales Channels (Supermarket, Convenience Store).

Technology Analysis: Report covers specific technologies relevant to Feminine Care Napkin. It assesses the current state, advancements, and potential future developments in Feminine Care Napkin areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Feminine Care Napkin market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Feminine Care Napkin market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value.

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, revenue and global market share of Feminine Care Napkin from 2019 to 2024.

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 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and sales channel, with sales market share and growth rate by type, sales channel, from 2019 to 2030.

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 2017 to 2023. and Feminine Care Napkin market forecast, by regions, type and sales channel, with sales and revenue, from 2025 to 2030.

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.

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