

Global Menstrual Cups Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Menstrual Cups market size is expected to reach \$ 873 million by 2032, rising at a market growth of 3.9% CAGR during the forecast period (2026-2032).

A menstrual cup is a reusable feminine hygiene product made of medical-grade silicone, rubber, or latex, designed to collect menstrual fluid. It is inserted into the vagina and forms a seal to prevent leaks, providing a sustainable and eco-friendly alternative to disposable pads and tampons. Menstrual cups are available in various sizes and shapes to suit different anatomical needs, and they can be worn for up to 12 hours, depending on flow.

The menstrual cup market is driven by the growing awareness of eco-friendly and cost-effective menstrual hygiene products. With increasing concerns about the environmental impact of disposable pads and tampons, menstrual cups offer a sustainable alternative, as they are reusable and have a lifespan of several years. Additionally, rising campaigns promoting menstrual health awareness and the benefits of menstrual cups, particularly in emerging economies, are expanding their adoption.

Despite their benefits, the adoption of menstrual cups faces challenges due to cultural taboos and stigma surrounding menstrual hygiene in many regions. Lack of awareness and misconceptions about their usage, particularly in rural and underprivileged areas, further limit market penetration. Moreover, the initial learning curve for proper insertion and removal can deter first-time users, impacting their widespread acceptance.

Diva, Iriscup, The Keeper and MeLuna are the leading producers of menstrual cups, with the top three accounting for around 20%. North America is the main market, accounting for about 45%, followed by Europe, accounting for about 30%.

This report studies the global Menstrual Cups production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Menstrual Cups and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Menstrual Cups that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Menstrual Cups total production and demand, 2021-2032, (K Units)

Global Menstrual Cups total production value, 2021-2032, (USD Million)

Global Menstrual Cups production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Menstrual Cups consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Menstrual Cups domestic production, consumption, key domestic manufacturers and share

Global Menstrual Cups production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Menstrual Cups production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Menstrual Cups production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Menstrual Cups market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Diva, Iriscup, The Keeper, MeLuna, Anigan, Femmycycle, Lunette, Mooncup (UK), The Flex Company, AllMatters, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Menstrual Cups market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Menstrual Cups Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Menstrual Cups Market, Segmentation by Type:

Silicon

Natural Gum Rubber (Latex)

Thermoplastic Elastomer (TPE)

Global Menstrual Cups Market, Segmentation by Application:

Supermarkets

Drugstore

Online Shop

Companies Profiled:

Diva

Iriscup

The Keeper

MeLuna

Anigan

Femmycycle

Lunette

Mooncup (UK)

The Flex Company

AllMatters

LadyCup

FemmeCup

Ruby Life

LifeCup

Monzcare

Lena Cup

SckoonCup

Saalt

Intimina

Cora Cup

Key Questions Answered:

1. How big is the global Menstrual Cups market?
2. What is the demand of the global Menstrual Cups market?
3. What is the year over year growth of the global Menstrual Cups market?
4. What is the production and production value of the global Menstrual Cups market?
5. Who are the key producers in the global Menstrual Cups market?
6. What are the growth factors driving the market demand?

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